



# Marketing solutions **FOR SCHOOLS**

# MEDIA KIT

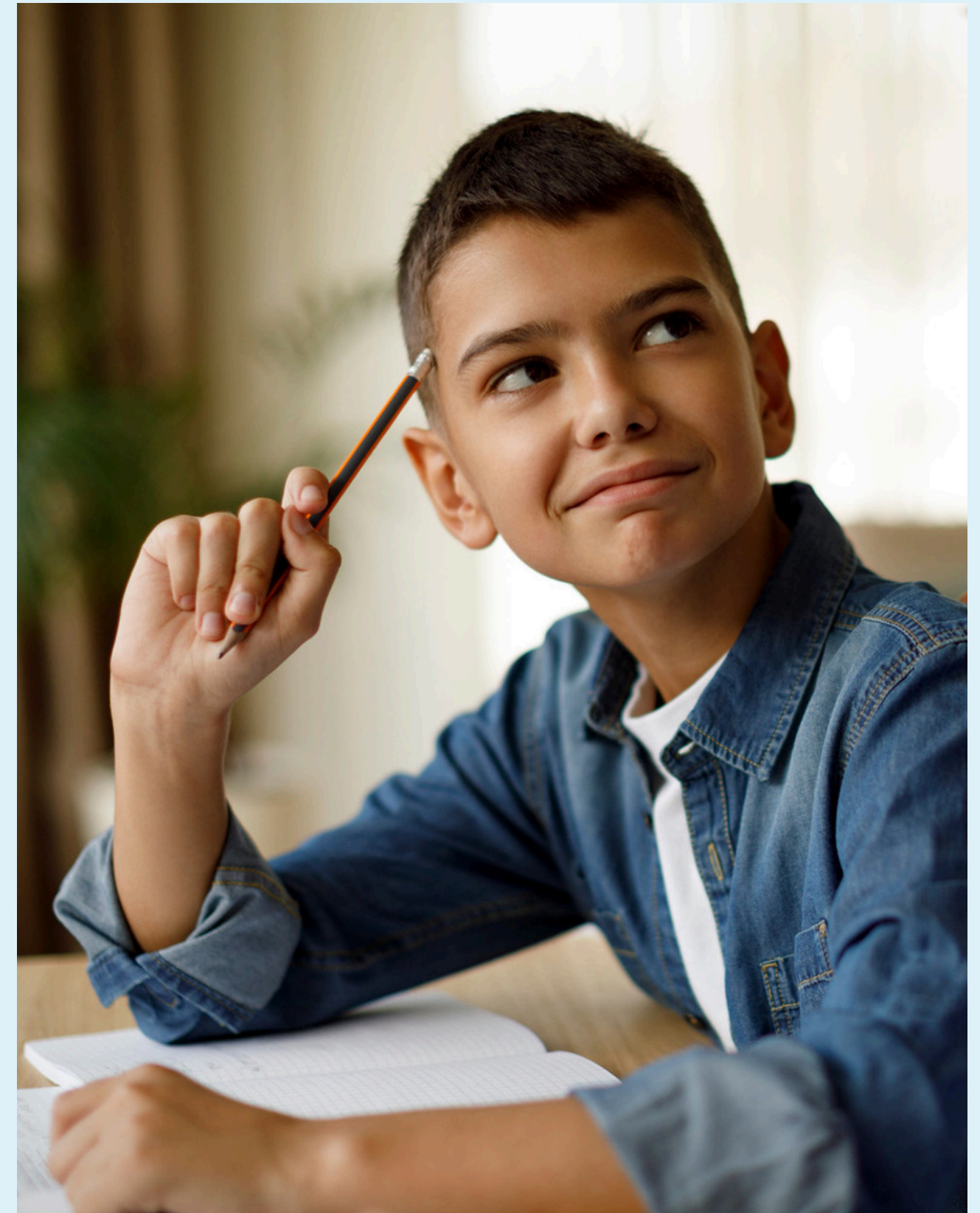
**Your first impression starts online.** Position your school for success on GreatSchools.org™ — where millions of families go to find and compare schools.

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# ABOUT US

**GreatSchools.org reaches nearly half of U.S. parents with school-age children,** making it the nation's leading platform for school information and educational resources.

- **39M** annual visitors
- **50%** of families use GreatSchools.org
- **150K+** school profiles (Public, Private & Charter)
- **1M+** parent ratings and reviews
- **800K+** newsletter subscribers



## Visibility beyond our platform

Top real estate sites like Zillow and Redfin showcase GreatSchools profiles on home listings, ensuring your ads reach high-intent homebuyers actively searching for schools like yours.






39M

**USERS VISIT  
GREATSCHOOLS  
ANNUALLY**

SOURCE: 2024 GOOGLE ANALYTICS




50%

GreatSchools.org reaches

**NEARLY HALF  
OF ALL PARENTS**

in the U.S. with school-age children.



1.46%

Full Page Overlays:

**OUR TOP AD  
FORMAT DELIVERS  
UP TO 1.46%**

10x the industry average.

# ADVERTISING BENEFITS

## **Ads that work**

Our premium placements outperform industry benchmarks, with top formats delivering up to a 1.46% CTR — 10x the average.

## **Rise to the top of school search**

Sponsored listings appear near the top of relevant search results — helping you get seen first by families making enrollment decisions.

## **Gain visibility beyond our platform**

Your school benefits from increased exposure on top real estate platforms like [Zillow](#) and [Redfin](#), which feature GreatSchools data.



# ADVERTISING PACKAGE

## What's included?

### **Ad types:**

High traffic ads  
Sponsored search listing  
Sticky footer overlay  
Full page overlay

### **Placements:**

Search results  
GreatSchools profiles  
Content pages

### **Targeting:**

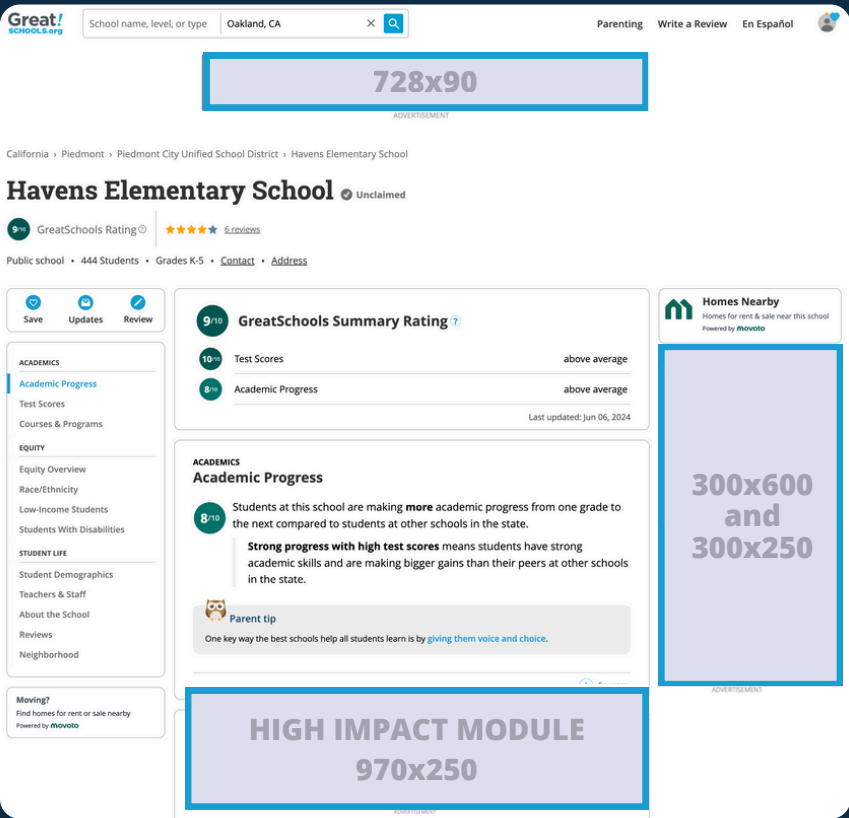
Geolocation

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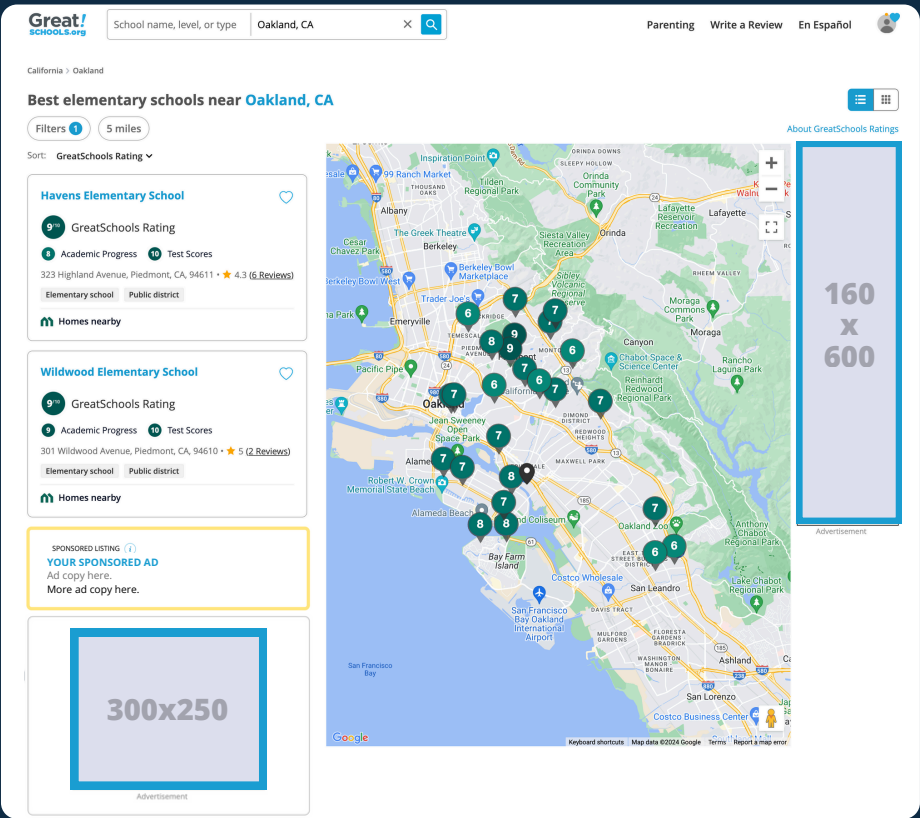
[Media kit](#)

# AD PLACEMENT EXAMPLES:

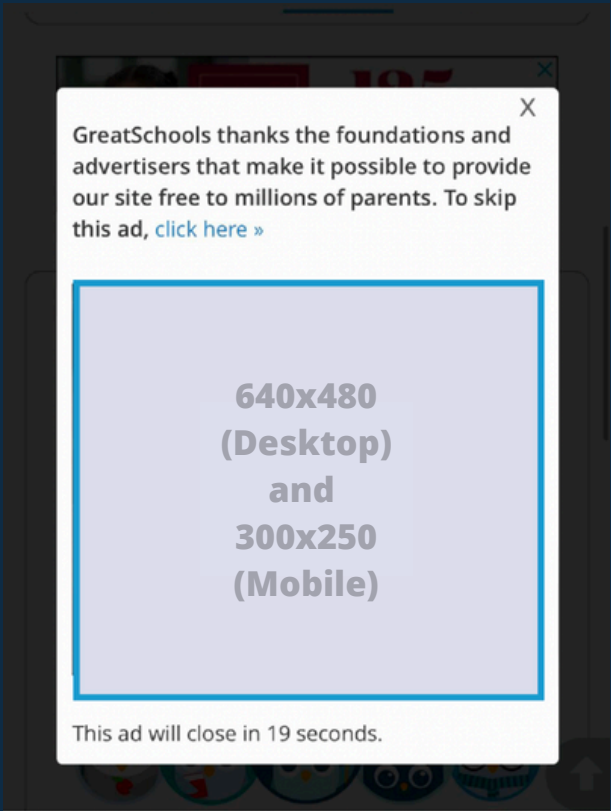
School Profile Pages



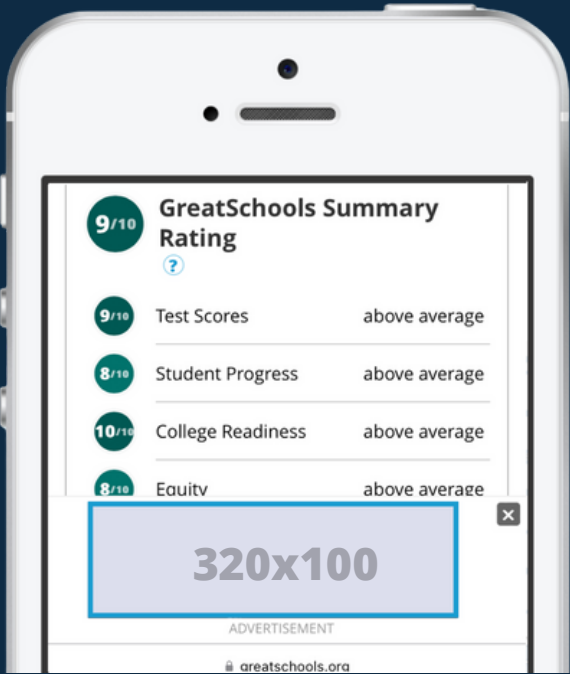
Search Result Pages



Full Page Overlay



Sticky Footer Overlay



Sponsored Search Listing



CTR Range:  
0.39%–1.46%

Average CTR:  
0.36%

# TIMELINE & PROCESS

1. **Receive a quote by email**
2. **Review and sign the official proposal**
3. **Receive an onboarding email with next steps:**
  - Pay your deposit
  - Prepare your ad assets
  - Choose your click-through URL
4. **Submit ad creatives and campaign details via our [onboarding form](#) at least one week prior to your campaign start date.**
5. **Sit back — we'll take it from here!**
  - Once your campaign is live, you'll receive monthly reports and invoices based on impressions delivered.



# AD PLACEMENTS & SPECS

Please review our [advertising guidelines](#).

Ad placements	Dimensions	Max File Size	Flash/Looping Animations	File Types
<b>High Traffic Ads on School Profiles:</b> Place your brand on the most visited pages — where families dive deep into school research. High-traffic and perfect for boosting visibility and awareness.	728x90, 300x250, 320x100, 320x50	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd Party Tags, HTML5
	300x600	60K		
	970x250	100K		
<b>High Traffic Ads on Search Result Pages:</b> Show up at the start of the school search journey. These high-traffic placements help you stand out from the competition.	728x90, 300x250, 320x100, 320x50, 160x600	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd Party Tags, HTML5
<b>Sponsored Search Listing:</b> Appear near the top of relevant search results and get ahead of the competition. Perfect for private schools looking to stand out in search results.	3-line text ad	N/A	N/A	N/A
<b>Full Page Overlay:</b> Deliver an impactful full-screen ad across desktop and mobile. Full-page overlays are our top-performing ad format, delivering exceptional engagement and consistently higher click-through rates.	300x250	40K	10 sec max (18 fps)	GIF, JPG, SWF, 3rd Party Tags, HTML5
	640x480	100K		
<b>Sticky Footer Overlay:</b> This high-performing sticky overlay ad keeps your school front and center as families browse. Enjoy steady, persistent visibility and strong click-throughs.	320x100, 728x90	40K	3 loops/30 sec max (18 fps)	GIF, JPG, SWF, 3rd party tags, HTML5

# READY TO MAKE YOUR SCHOOL STAND OUT?

Partner with us today to elevate your school's visibility and reach the right families — faster.

[Get started here!](#)

**Great!**  
SCHOOLS.org