



Advertising with GreatSchools.org

MEDIA KIT

Advertise on GreatSchools.org™

Reach families when they need you most. Connect your business with millions of families actively searching for schools and educational resources.


- 01 About GreatSchools**
- 02 Advertising benefits**
- 03 What's included?**
- 04 Ad placement examples**
- 05 Guidelines & specs**
- 06 Audience & targeting**
- 07 Timeline & process**
- 08 Get started!**

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





50%

GreatSchools.org reaches

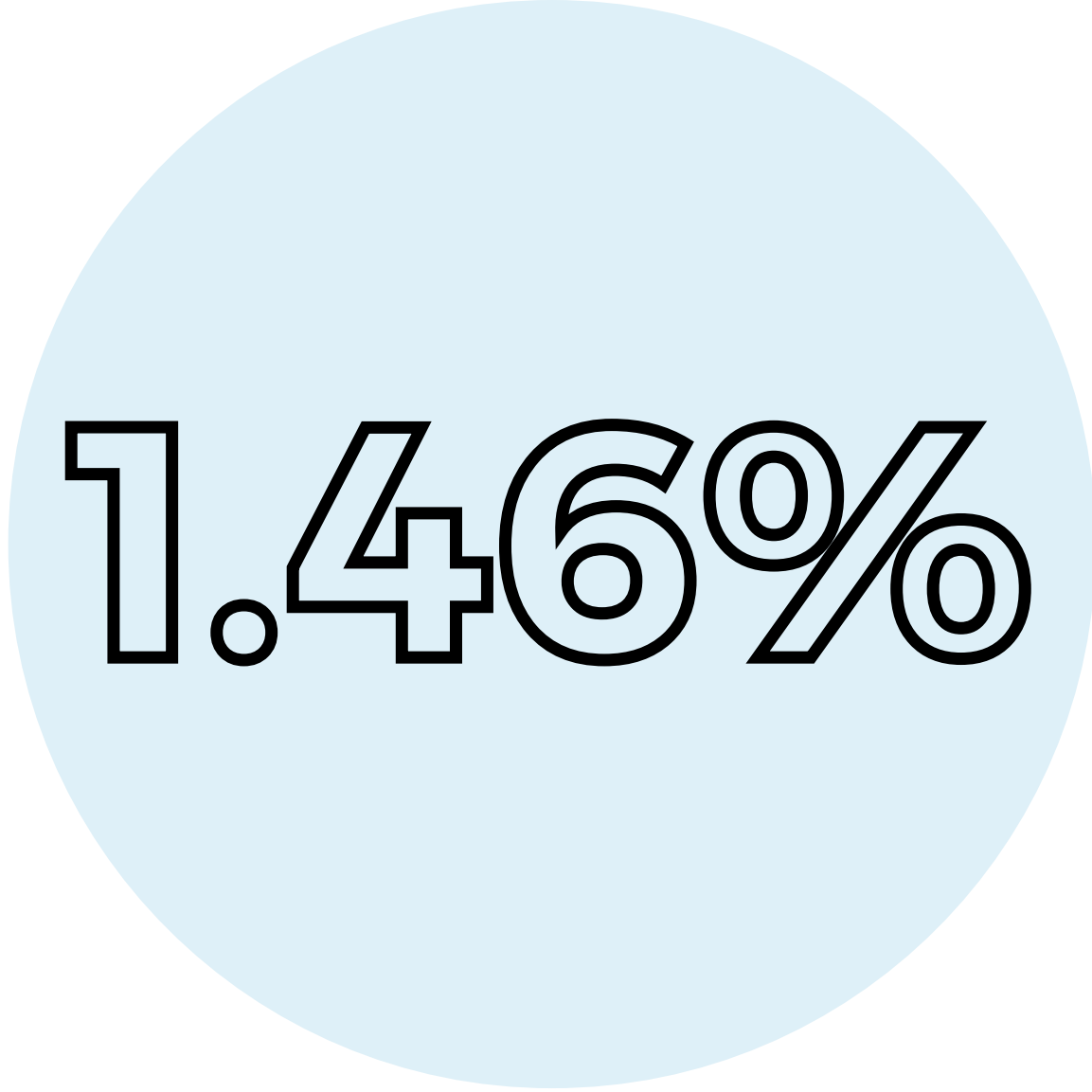
**NEARLY HALF
OF ALL PARENTS**

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



39M

**USERS VISIT
GREATSCHOOLS
ANNUALLY**



1.46%

Full Page Overlays:

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

10x the industry average.



85%

of GreatSchools.org users

**WERE LIKELY OR
VERY LIKELY TO
BE INFLUENCED
BY CONTENT**

ADVERTISING BENEFITS

Unrivaled reach and influence

Gain access to millions of engaged parents with targeted ad placements on the nation's leading school search platform.

Ads that work

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

Reach beyond our platform

Benefit from increased exposure through top real estate platforms like [Zillow](#) and [Redfin](#), which feature GreatSchools data.



Gain visibility from traffic driven by leading real estate platforms featuring GreatSchools!

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 and services like yours.



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

[Media kit](#)

AD PLACEMENT EXAMPLES:

High Traffic ads

This screenshot shows the Alameda High School page on GreatSchools. The page layout includes a header with navigation, a main content area with an overview, school rating, and rating factors, and a sidebar with additional information. Two ad placements are highlighted with blue boxes: one on the right side of the main content area and one at the bottom of the page.

DESKTOP: 300x600
300x250

MOBILE: 320x100

DESKTOP: 728x90
MOBILE: 320x100

This screenshot shows search results for elementary schools near Oakland, CA. The results list Havens Elementary School and Wildwood Elementary School, each with a GreatSchools Rating and a 'Homes nearby' button. A map of the area is also visible. Two ad placements are highlighted with blue boxes: one in the search results list and one at the bottom of the page.

300x250

Sponsored Search Listing

SPONSORED LISTING ⓘ

YOUR SCHOOL'S NAME

School description

Call-to action!

Full Page Overlay

A full-page overlay advertisement with a white background and a dark border. It features a closing button in the top right corner, a main text block, a large blue-bordered ad area, and a countdown timer at the bottom.

GreatSchools thanks the foundations and advertisers that make it possible to provide our site free to millions of parents. To skip this ad, [click here](#) »

DESKTOP: 640X480

MOBILE: 300x250

This ad will close in 19 seconds.

CTR Range:
0.39%–1.46%

Sticky Footer Overlay

A sticky footer overlay advertisement on a mobile device. It features a white background with a dark border and a closing button in the top right corner. The ad content is positioned at the bottom of the page, overlapping the footer.

9/10 GreatSchools Summary Rating

9/10 Test Scores above average

8/10 Student Progress above average

10/10 College Readiness above average

8/10 Equity above average

DESKTOP: 728x90
MOBILE: 320x100

ADVERTISEMENT

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 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------|-----------------------------|--------------------------------------|
| High Traffic Ads on School Profiles: Place your brand on the most visited pages — where families dive deep into school research. High-traffic and perfect for boosting visibility and awareness. | 300x250, 320x100 | 40K | 3 loops/30 sec max (18 fps) | GIF, JPG, SWF, 3rd Party Tags, HTML5 |
| | 300x600 | 60K | | |
| | 970x250 | 100K | | |
| High Traffic Ads on Search Result Pages: Show up at the start of the school search journey. These high-traffic placements help you stand out from the competition. | 728x90, 300x250, 320x100 | 40K | 3 loops/30 sec max (18 fps) | GIF, JPG, SWF, 3rd Party Tags, HTML5 |
| Sponsored Search Listing: 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 |
| Full Page Overlay: 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 | | |
| Sticky Footer Overlay: 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 |

DEMOGRAPHICS

Ethnicity:

White/Caucasian - 42%
Hispanic/Latino - 18%
African American - 13%
Other - 11%
Asian Indian - 6%
East Asian - 5%
American Indian - 2%
Middle Eastern - 1.5%
Native Hawaiian - 1.5%

Role:

Parent/Guardian - 66%
Student - 11%
Other - 9%
School Leader - 7%
Educator - 7%

Grade-levels:

Elementary School - 53%
Middle School - 25%
High School - 13%
Preschool - 9%

ADVANCED TARGETING OPTIONS

Location:

IP targeting
Page targeting

Language:

English or Spanish

Grade band:

Preschool
Elementary school
Middle school
High school

Content topic:

College and career
ELA
Back-to-school
STEM
and more!



READY TO GROW YOUR BUSINESS?

Partner with GreatSchools.org to connect
with families when it matters most.

[Get started here!](#)

Great!
SCHOOLS.org