

**Advertise your
school or district**

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.

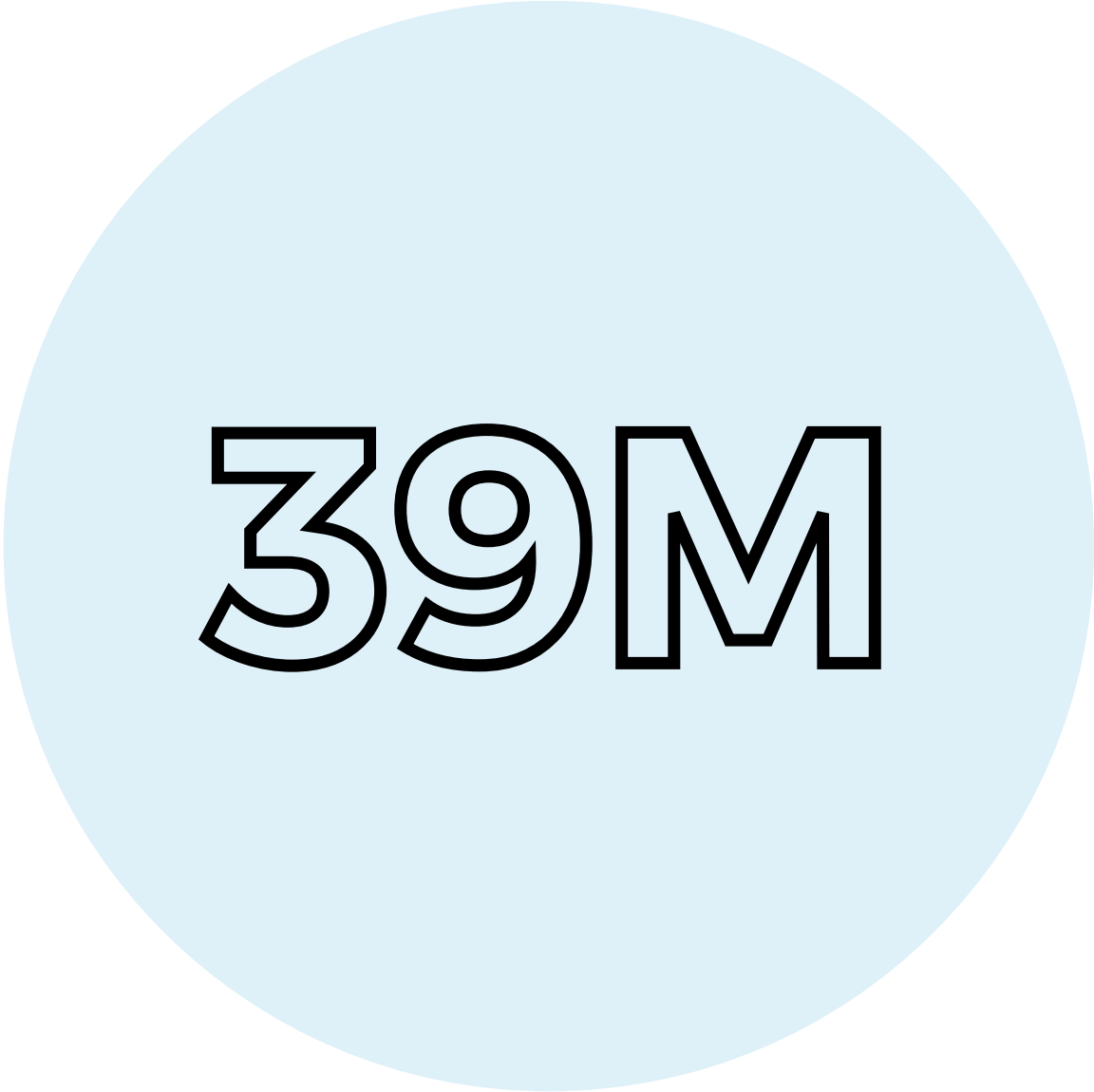
- **39M** annual visitors
- **50%** of families use GreatSchools.org
- **150K+** school profiles (Public, Private & Charter)
- **1M+** community ratings and reviews
- **800K+** newsletter subscribers



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.

.83%

Full Page Overlay

AVERAGE CTR

Our top-performing ad format

ADVERTISING BENEFITS

Reach more families

Connect with families while they're actively researching schools and drive them directly to your website.

Premium placements

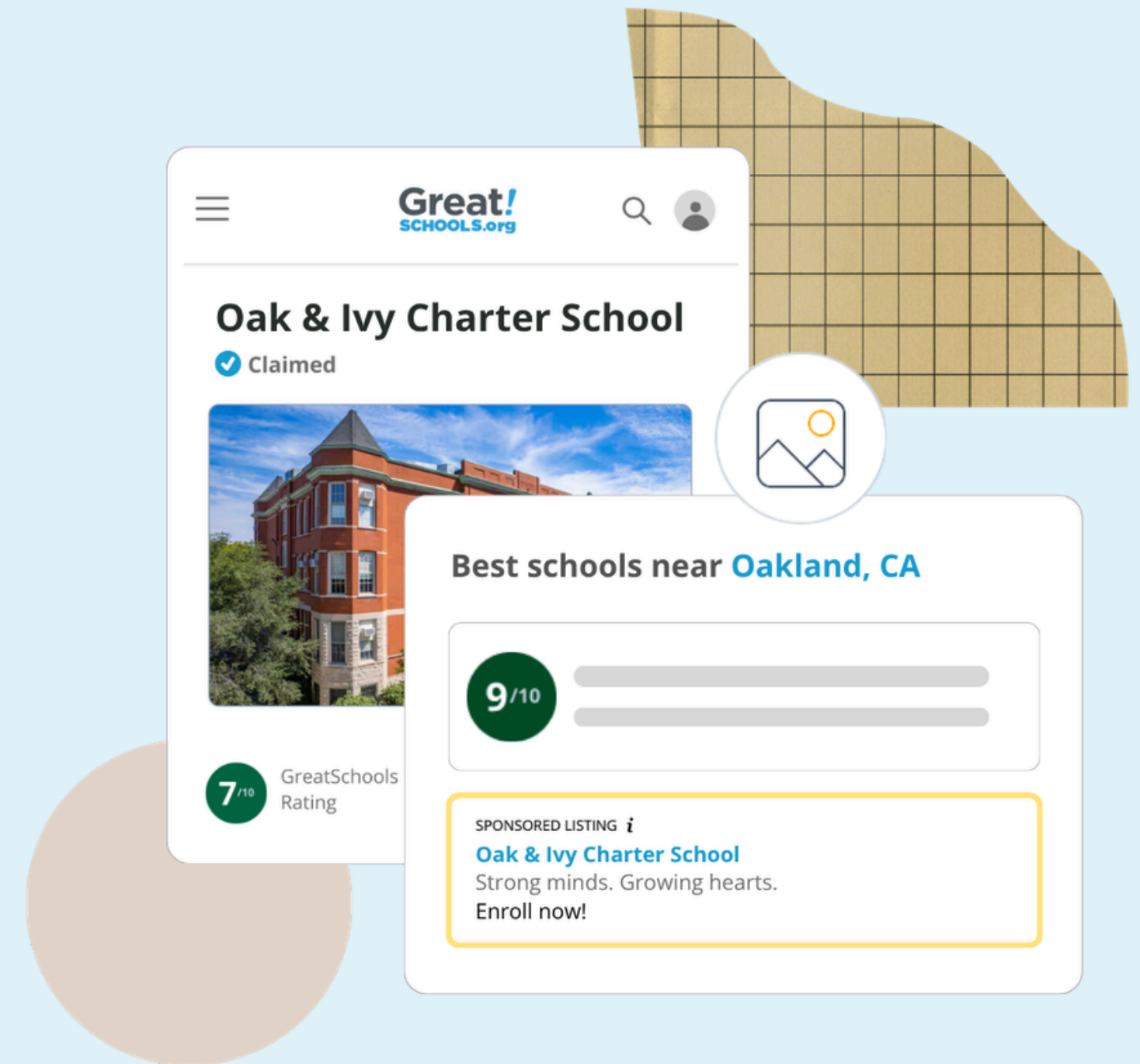
High-impact placements help your school stand out, with our top-performing format averaging a 0.83% CTR.

Rise to the top of school search

Sponsored listings appear at 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

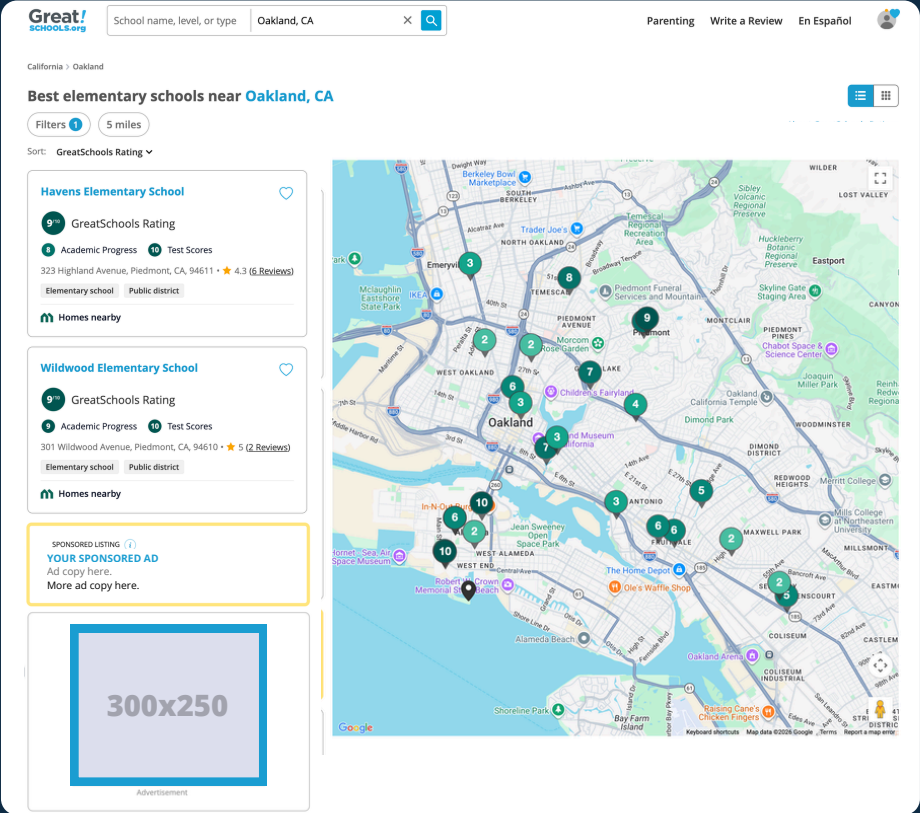
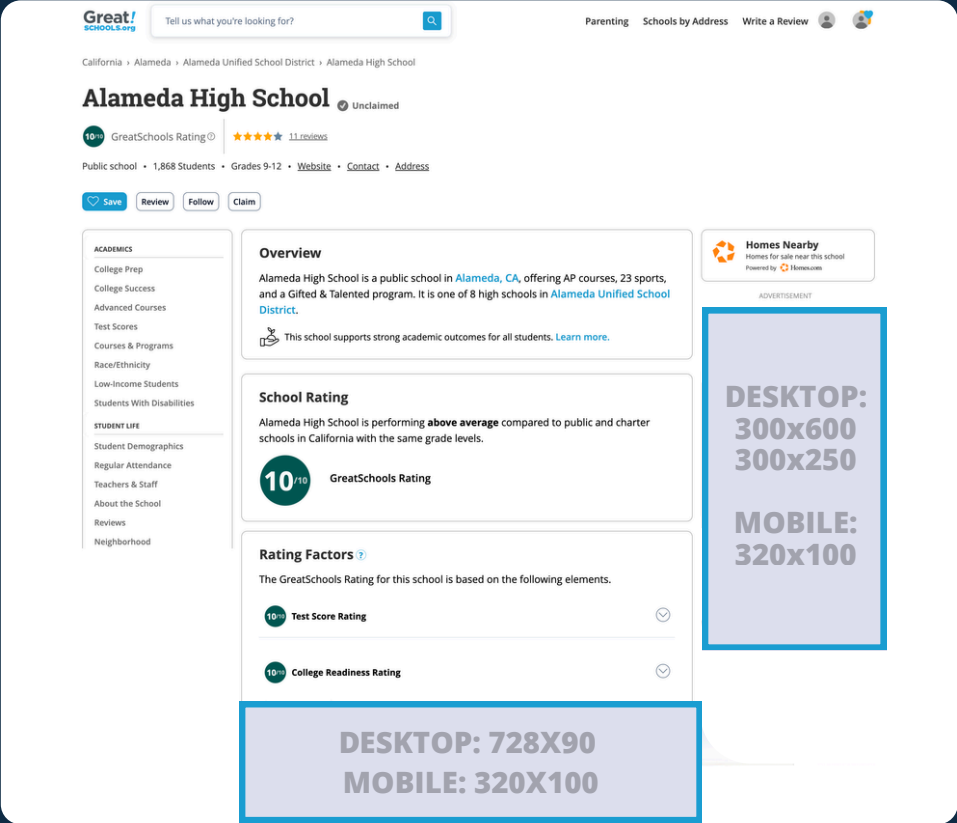
Targeting:

Geolocation

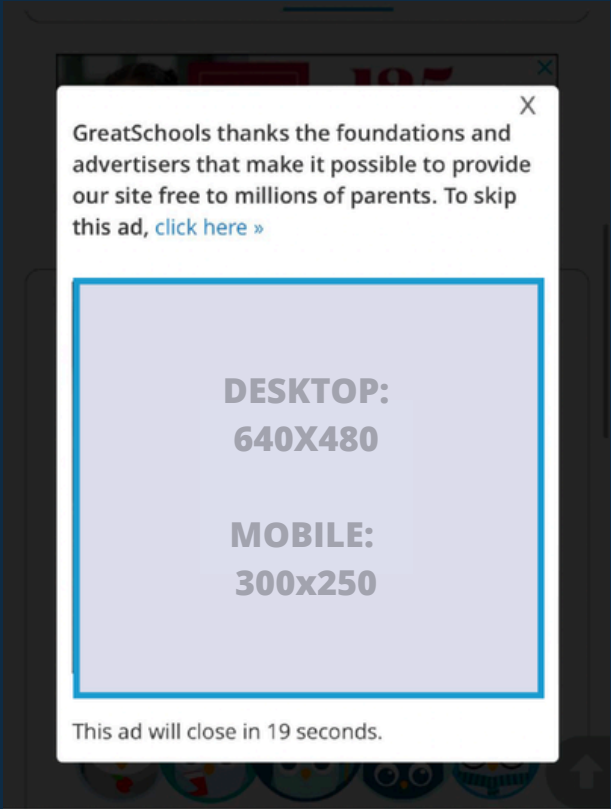
[Media kit](#)

AD PLACEMENT EXAMPLES:

High Traffic Ads

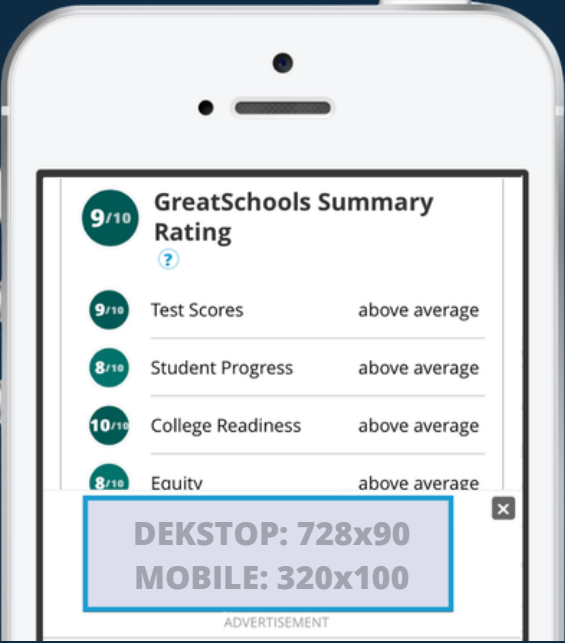


Full Page Overlay



Average CTR:
0.83%

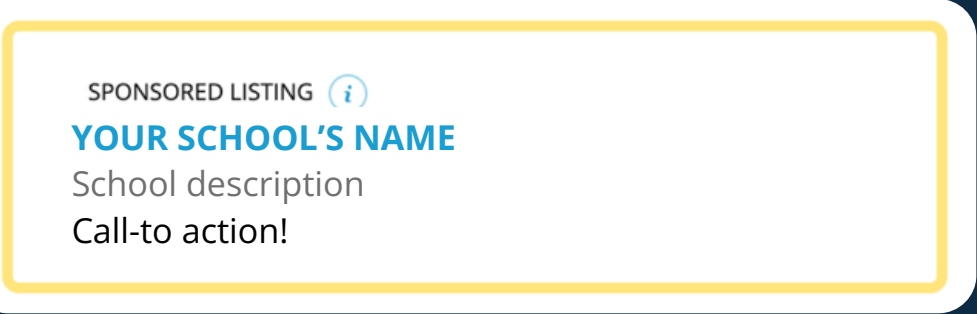
Sticky Footer Overlay



Average CTR:
0.20%

Sponsored Search Listing

Average CTR:
0.14%



TIMELINE & PROCESS

1. **Receive a quote by email**
2. **Review and e-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: Appear 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: Put your school at 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

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