

Advertising with GreatSchools.org

Great! SCHOOLS.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.

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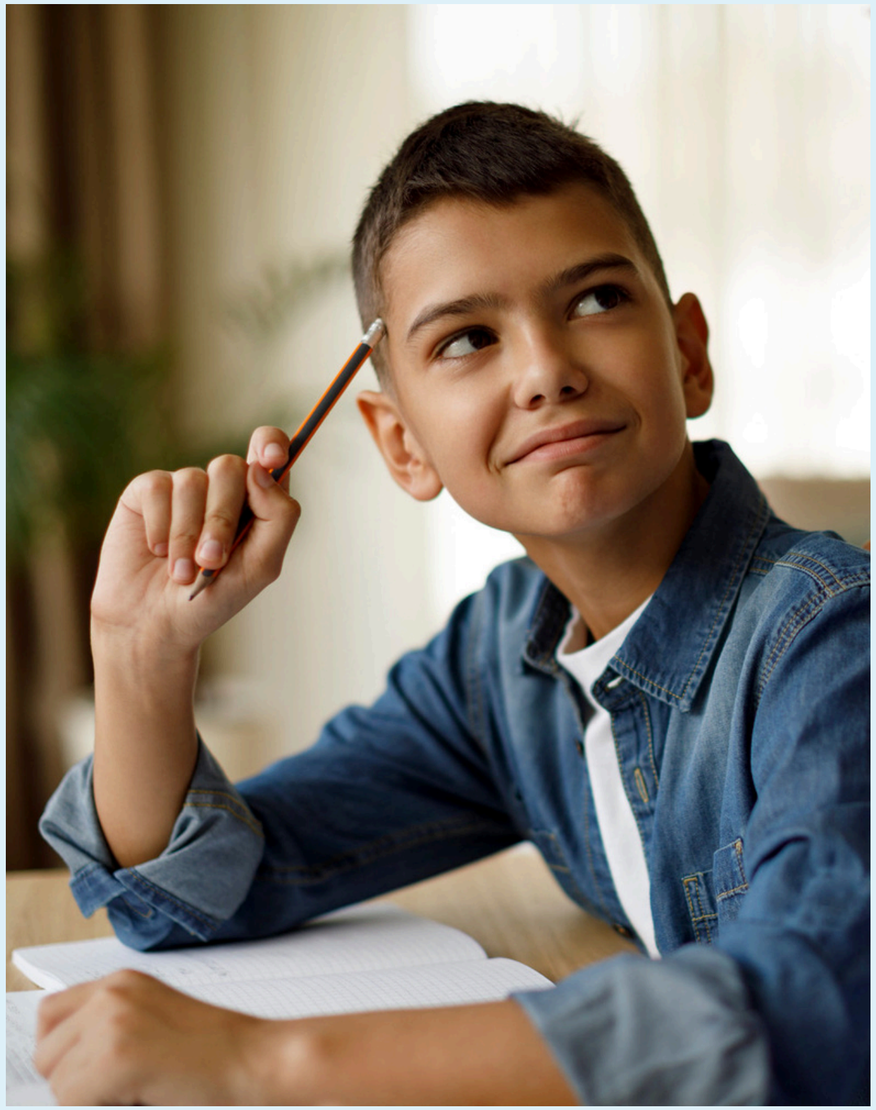
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ABOUT US

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





GreatSchools.org reaches

NEARLY HALF OF ALL PARENTS

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

SOURCE: 2024 GOOGLE ANALYTICS



USERS VISIT GREATSCHOOLS ANNUALLY

SOURCE: 2024 GOOGLE ANALYTICS

.83%

Full Page Overlay

AVERAGE CTR

Our top-performing ad format

SOURCE: 2025–2026 GOOGLE AD MANAGER



of GreatSchools.org users

WERE LIKELY OR VERY LIKELY TO BE INFLUENCED BY CONTENT

SOURCE: GREATSCHOOLS' CSAT SURVEYS

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

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

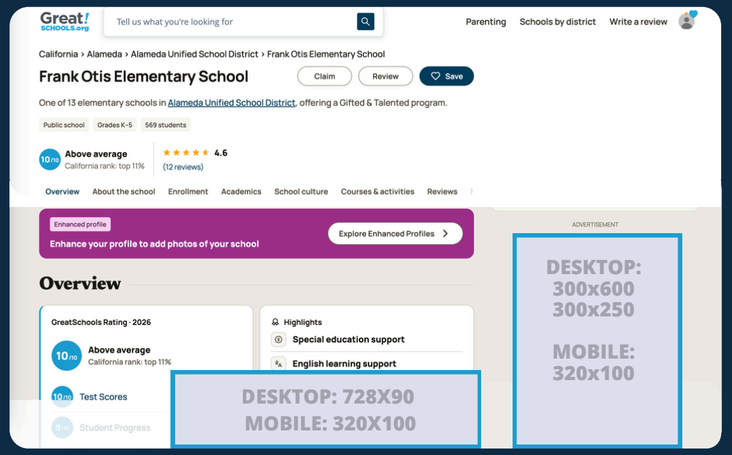
Targeting:

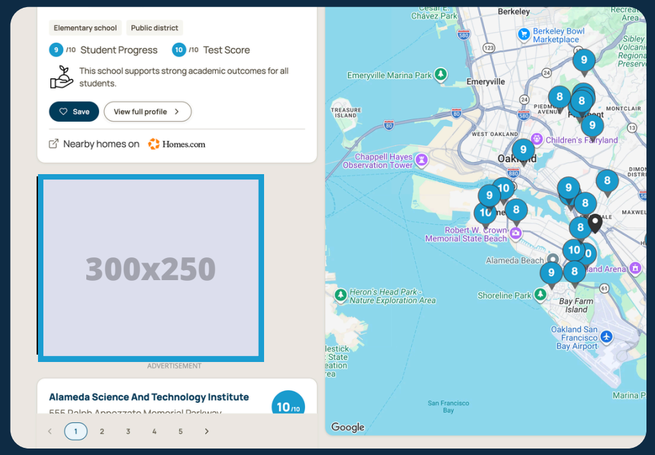
Geolocation

Media kit

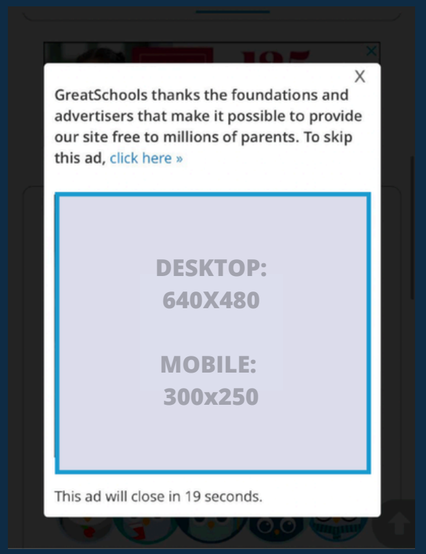
AD PLACEMENT EXAMPLES:

High Traffic Ads



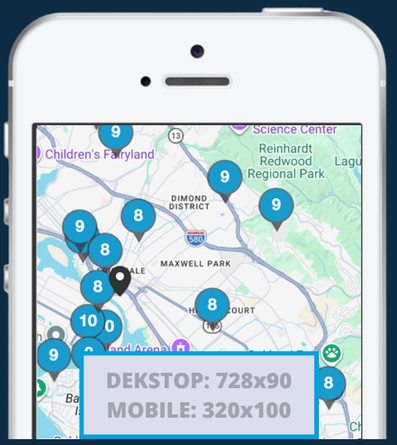


Full Page Overlay



Average CTR: 0.83%

Sticky Footer Overlay



Average CTR: 0.20%

Sponsored Search Listing

Average CTR: 0.20%



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: 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 brand at the the top of relevant search results and get ahead of the competition.	Requires use of our template	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%

SOURCE: 2024 GOOGLE ANALYTICS

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