Empowering parents to unlock educational opportunities for their children

GreatSchools

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About GreatSchools

GreatSchools is an award-winning nonprofit organization committed to making a difference on a nationwide scale by helping parents raise children who have the knowledge, skills, character, and sense of purpose they need to be successful.

Each year, more than half of all American parents turn to GreatSchools to find the right schools and to support their child’s development.

We are the nation’s leading resource for school and education information for parents:

- 45 million unique visitors in 2022
- Reaching half of all American parents
- 94% of users say they are likely to recommend GreatSchools
- 85% of our users were likely or very likely to be influenced by content

Sources: GreatSchools' CSAT surveys, Google Analytics 2022, 2018 GreatSchools' Parent Action Survey
More parents visit GreatSchools than any other online school directory.

- **45M** annual unique visitors
- **138K** profiles of every public, private & charter school in the country
- **91%** of our readers say GreatSchools was helpful in increasing their knowledge of school quality
- **1M+** parent ratings & reviews
- **94%** say they are likely to recommend GreatSchools
- **1/3** reach of school administrators
- **85%** of readers say GreatSchools influenced their opinions or behaviors

**Sources:** GreatSchools' CSAT surveys, Google Analytics 2022, 2018 GreatSchools' Parent Action Survey
Our site visitors are your ideal target audience
Parents who are highly engaged and actively looking for schools in your targeted areas

**Audience:**
- 75% parent/primary caregiver
- 8% grandparent
- 10% student under age 18
- 8% other (school official, etc.)

**Diverse readership:**
- 47% White/Caucasian
- 25% Asian
- 15% Hispanic/Latino
- 12% African American
- 1% Other

**Grade levels of children:**
- 10% not yet in school
- 22% preschool
- 62% elementary
- 25% middle school
- 17% high school
- 6% college

*Source: GreatSchools on-site Media & Education survey & Quantcast July 2021 Audience Insights*
Ad Integration & Sponsorship Opportunities
Let's work together to improve the outcomes of America's kids
High Traffic Ads on School Profile Pages

- Highly viewable 300x600, 300x250, 728x90, and 320x100 ad integrations on School Profile Pages
- Ability to target based on grade level or GEO location
- Ad Integrations throughout desktop & mobile devices
High Traffic Ads on Search Results

- 160x600, 300x250, and 320x100 ad integrations throughout search results on desktop & mobile
- Reach prospective parents as they are engaged in their child's school search
- Ability to target based on grade level or GEO location
High Impact Module on School Profile Pages

- Our integrated Module on School Profile Pages puts your message in front of our desktop users.
- Showcase your school’s upcoming open house, enrollment event, new campus locations and more with this high-impact 970x250 ad unit.
High-Impact Prestitial Desktop Unit

- Full page, high-impact ad format intercepts users within their content journey as they navigate from one page to the next
- 640x480 ad unit frequency capped at 1/24
High Impact Prestitial Mobile Unit

- This 300x250 integration intercepts our mobile users journey as they move from school Search Results to their selected School Profile Page

- Highly viewable, with a frequency cap of 1/24
Premium Media: **Mobile Sticky Overlay**

- Reach our mobile users through our highly viewable Mobile Sticky ad unit
- Ability to serve a 320x50 or 320x100
- Unit appears throughout GreatSchools and stays on the page until the user clicks out of the ad
Sponsored Listing Ad Unit

- **Increasing your schools visibility to our users!** The Sponsored Listing ad unit will surface near the top of search results in your targeted geos.

- This custom integrated ad unit is available for both desktop and mobile users, allowing them to click through to your site with ease.
Content Alignment: Sponsorship of Content & Article Pages

- Align your message with top-quality, trusted parenting content targeting key themes
- Content themes include Building Character, Road to College, Emotional Smarts and many more!
- Ad integrations include 300x250, 300x600, 320x100 and 728x90, for both desktop and mobile users
Weekly Newsletter

In-depth and personalized weekly newsletter

- Provides parents with the tools and information they need to successfully guide their children’s development
- Low clutter environment - integrated 300x250 unit
Sponsored Email

Custom dedicated e-blast

- Your message, delivered directly to the inbox of engaged parents
- Sent to GreatSchools users who welcome marketing messages from our advertising partners
- 100% Share of Voice with a larger creative canvas to share brand messaging (640x480)
- 100% opt-in readership
Grade-Level Essentials

Grow brand awareness while investing in school communities!

- Grade-Level Essentials is a grade-based newsletter program that provides parents and educators with the guidance and resources vital to a child’s growth!

- Display your message within GLE weekly newsletters and reach our highly engaged subscriber list of 235,000 parents, educators, and school community members.

- Delivered to PreK, Elementary, and Middle School subscribers weekly and to High School subscribers monthly.

- Written in both English and Spanish.
Thank you!