



GreatSchools

Empowering parents to unlock educational opportunities for their children

Great!
SCHOOLS.org

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

1M+

parent ratings & reviews

Reach

to more than half
of all parents with
school-aged children

50%

of the
nation's
teachers use
GreatSchools

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**

1/3

reach of school
administrators

85%

of readers say
GreatSchools
influenced their
opinions or behaviors

94%

say they are likely to
recommend GreatSchools

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



Ad Integration & Sponsorship Opportunities

Let's work together to improve the outcomes of America's kids

High Traffic Ads on School Profile Pages

The screenshot displays two school profiles on the GreatSchools.org website. The top profile is for **Glover Elementary School** in Boston, MA, marked as 'Unclaimed'. Below it is the profile for **Baton Rouge Magnet High School** in Louisiana, marked as 'Claimed'. The Baton Rouge profile includes a 'GreatSchools Summary Rating' of 10/10 and a table of academic metrics. Various advertisements are integrated throughout the page, including a coding promotion, a 'Homes Nearby' ad, an ABCmouse.com ad, a 'Turn the Summer Slide into Summer Success' ad, and a 'Find homes for rent or sale nearby' ad.

GreatSchools.org School name, level, or type

Glover Elementary School Unclaimed

Parenting Write a Review En Español

GreatSchools.org School name, level, or type

Parenting Write a Review En Español

Get your kids into coding! Discover free projects ►

Tuition free • Accelerated Curriculum • Co-teaching Model for K-3

ADVERTISMENT

Louisiana > Baton Rouge > East Baton Rouge Parish School District > Baton Rouge Magnet High School

Baton Rouge Magnet High School Claimed

10/10 GreatSchools Rating 11 reviews

Public school • 1,509 Students • Grades 9-12 • [Website](#) • [Contact](#) • [Address](#)

Save Updates Review

ACADEMICS

Metric	Rating	Comparison
Test Scores	10/10	above average
Student Progress	10/10	above average
College Readiness	10/10	above average
Equity	10/10	above average

Last updated: Nov 09, 2022

ACADEMICS

Test Scores

Homes Nearby Homes for rent & sale near this school from Movoto by QJO

ABCmouse.com

TURN THE Summer Slide INTO SUMMER SUCCESS Prevent your child's summer learning loss. [LEARN MORE](#)

#1 Online Learning Program for Kids Most Downloaded Kids' Education App

LEARN MORE!

MOVING? Find homes for rent or sale nearby from Movoto by QJO

ACADEMICS

Test Scores

- 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

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School name, level, or type

Denver, CO


🔍

9¹⁰ GreatSchools Rating ★★★★★ (26)

9 Student Progress 10 Test Scores

[Homes Nearby](#)

CollegeBoard SAT



Make Your Dream School a Reality

Learn More

Advertisement

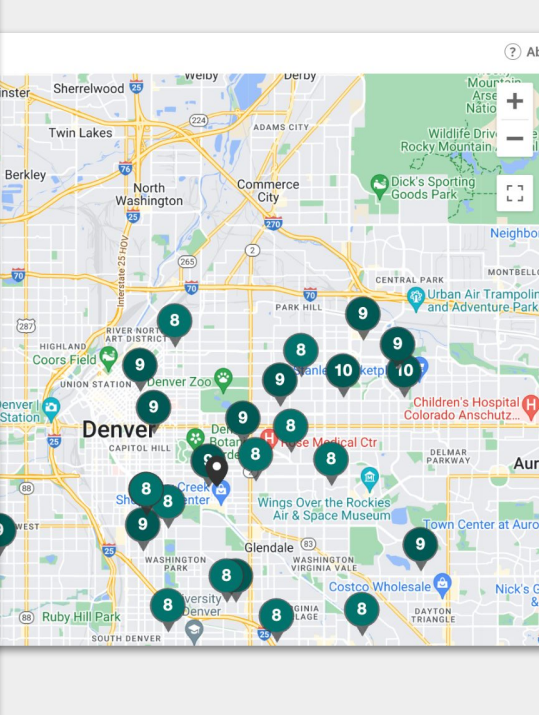
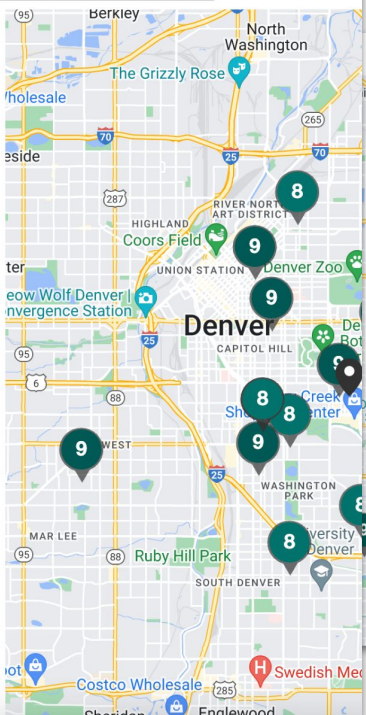
Teller Elementary School

1150 Garfield Street, Denver, CO, 80206

Distance: 0.97 miles

♡



1 2 3 4 5 6 7 >



🔍 About GreatSchools Ratings

LEARN BY STICKER

A NEW way to practice phonics and math!

SHOP NOW

Advertisement

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

The screenshot displays a school profile page with a sidebar on the left containing links: Student Demographics, Teachers & Staff, From the School, Reviews, and Neighborhood. Below these is a 'MOVING?' section with a link to 'Find homes for rent or sale nearby' from Movoto by QJO. The main content area features a 'Nearest high-performing' tab and a 'Nearby schools' tab. Under the 'Nearest high-performing' tab, two schools are listed: Lsu Laboratory School (Public district | K-12 | Baton Rouge, LA, 2.26 miles, 9/10 rating, 5 stars) and Liberty High School (Public district | 9-12 | Baton Rouge, LA, 2.84 miles, 9/10 rating, 5 stars). Both schools have a 'Homes for sale' link. To the right of the school listings is a GoStudent advertisement titled 'Love summer again' with a 'schedule now' button. At the bottom of the page is a large banner for National Heritage Academies featuring a student's face and the text 'APPLY TODAY Get Started'.

Student Demographics

Teachers & Staff

From the School

Reviews

Neighborhood

MOVING?

[Find homes for rent or sale nearby](#)

from Movoto by QJO

Nearest high-performing

Nearby schools

Lsu Laboratory School
Public district | K-12 | Baton Rouge, LA
2.26 miles
9/10
★★★★★
[Homes for sale](#)

Liberty High School
Public district | 9-12 | Baton Rouge, LA
2.84 miles
9/10
★★★★★
[Homes for sale](#)

Love summer again

Book your free lesson and **SAVE 20%**

[schedule now](#)

GoStudent

NATIONAL HERITAGE ACADEMIES

APPLY TODAY
Get Started

ADVERTISEMENT

High-Impact Prestitial Desktop Unit

The screenshot shows a desktop view of the GreatSchools website. A large, colorful prestitial advertisement for IXL is displayed in the center. The ad features the IXL logo at the top, followed by the text "Let new learning bloom with IXL!" and "Interactive online math & more". The background of the ad is a vibrant illustration of two children sitting on a grassy hill, looking at a laptop. In the background, there are mountains, a body of water, and a sun. The ad also includes a close button (X) in the top right corner and a countdown timer at the bottom stating "This ad will close in 17 seconds." The website's header includes the GreatSchools logo, a search bar, and navigation links. The left sidebar shows the school's name, rating, and various links. The right sidebar shows a "Homes Nearby" section and a "Try IXL FREE" button.

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](#) »

Let new learning bloom with IXL!
Interactive online math & more

advertisement

This ad will close in 17 seconds.

GreatSchools Rating: 4.5 stars

Public school • 214 Students • Grades PK-5

Save Updates Review

ACADEMICS

Academic Progress

Test Scores

EQUITY

Equity Overview

Homes Nearby
Homes for rent & sale near this school
Just 10 minutes by car

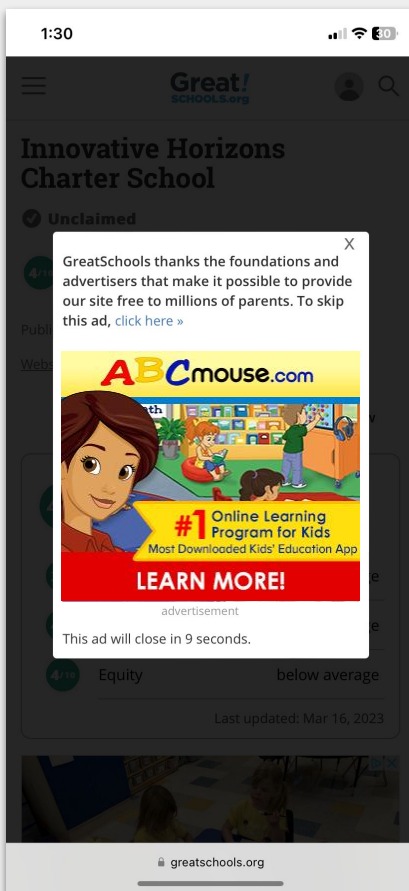
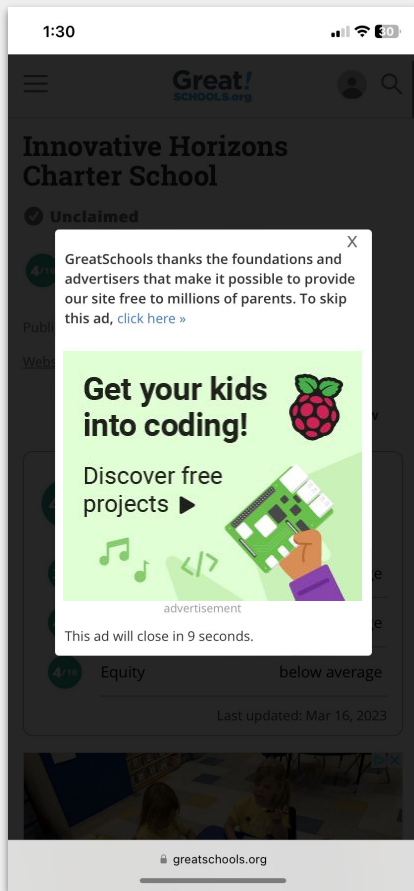
Try IXL FREE
practice problems!

Kindergarten 1st Grade 2nd Grade 3rd Grade 4th Grade 5th Grade 6th Grade 7th Grade 8th Grade

Last updated: Aug 05, 2021

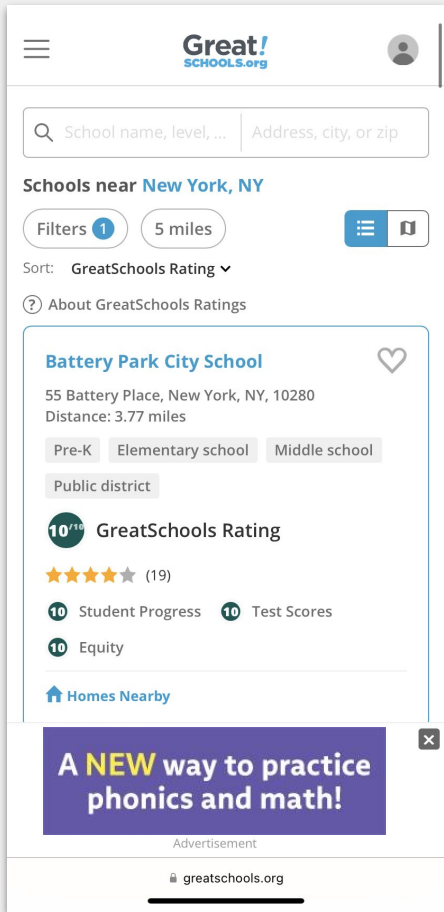
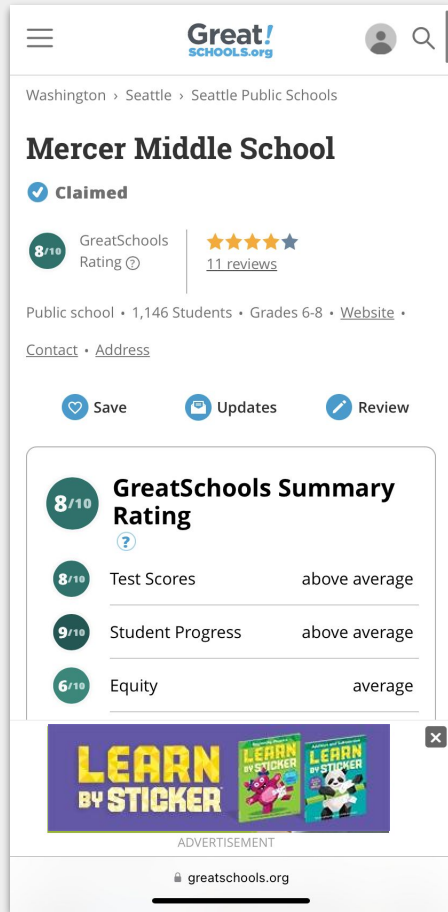
- Full page, high-impact ad format intercepts users within their content journey as they navigate from one page to the next
- 640x480 ad unit frequency capped at 1/24

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

Great! SCHOOLS.org

School name, level, or type San Francisco, CA

Distance: 0.65 miles

Elementary school Public district

GreatSchools Rating ★★★★★ (9)

Academic Progress Test Scores Equity

Homes Nearby

SPONSORED LISTING ⓘ

IXL Learning

Learn online with IXL this winter.
Try 10 FREE practice problems today!

Chin (John Yehall) Elementary School ♥

350 Broadway, San Francisco, CA, 94133
Distance: 3.41 miles

Elementary school Public district

GreatSchools Rating ★★★★★ (11)

Academic Progress Test Scores Equity

1 2 3 4 5 6 7

Great! SCHOOLS.org

School name, level, ... Address, city, or zip

GreatSchools Rating ★★★★★ (11)

Student Progress Test Scores Equity

Homes Nearby

SPONSORED LISTING ⓘ

Pine Street School

An IB World School located in NYC
(212) 235-2325

Millennium Brooklyn High School ♥

237 7TH AVE, BROOKLYN, NY, 11215
Distance: 2.15 miles

High school Public district

GreatSchools Rating ★★★★★ (7)

1 2 3 4 5 6 7

greatschools.org

- **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

The image displays two versions of the GreatSchools.org website. On the left, a mobile phone screen shows the mobile-optimized site with a hamburger menu, search bar, and a featured article titled "Introducing *Like a Sponge*, GreatSchools' new podcast for parents". The article is by GreatSchools Staff, dated June 12, 2018. On the right, the desktop version of the website is shown. It features a top navigation bar with links for "Parenting", "Articles, worksheets and more", "DONATE", "EN ESPAÑOL", and "SIGN IN". Below the navigation bar, there are featured articles and a sidebar with "Back-to-school supply lists". The main article is titled "Best and worst back-to-school purchases" and includes a photo of school supplies. The sidebar contains a "Back-to-school supply lists" section with a "Find a list" button and a "Sign up" button for the GreatSchools newsletter.

- 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


[View online](#)[Contact us >](#)

Great!
SCHOOLS.org


Building character Best practices Podcast Review your school




7 secrets of highly successful school lunches
Sluck in a school lunch rut? Try these seven easy secrets to school lunch success.
[Read more](#)



Teaching kids to stay focused under pressure
For some kids, when the pressure's on, the ability to focus turns off. Here's how mindfulness lessons can help kids bypass distractions to do their best. [Read more.](#)




Does saying "don't tattle" send kids the wrong message?
We want kids to learn to work things out on their own instead of coming to us with every problem. But does teaching kids not to tell encourage dishonesty? [Read more.](#)



Enjoy
20% OFF
Personalized 1:1
tutoring in over
+30 subjects!
[Get your free trial today!](#)


From our partner

5 things for Black families to consider when choosing a school
Start with your child's individual needs, passions, and talents. But your child is entering a system that has historically fallen short in supporting Black students, so consider these five evidence-based signs that a school will be a supportive and equitable environment for your Black child.
[Read more](#)





Does your heart feel better?

Kids fight. Hurt feelings linger. What's a parent to do?
Teach forgiveness. (It really works!) [Watch now.](#)



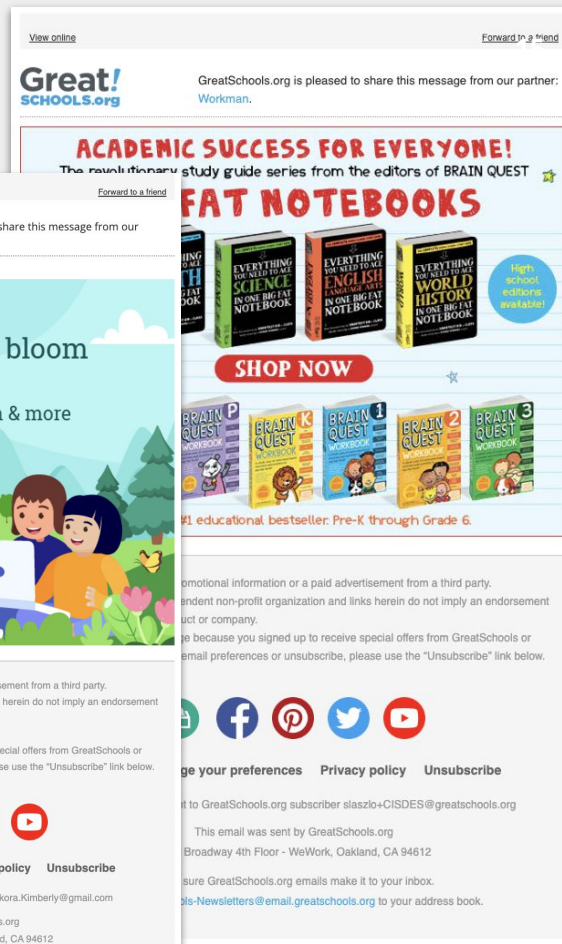
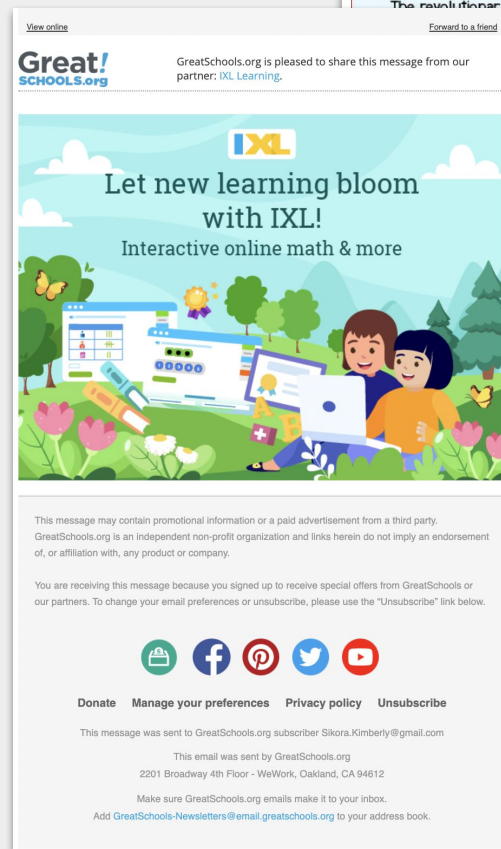
Tips for a successful IEP meeting
Learn what to do before, during and after an IEP meeting. [Read more.](#)

**Get your kids creating webpages!**
Discover free projects ▶

From our partner

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.

Great!
SCHOOLS.org

SUSD
Stockton Unified School District
Since 1852

ALL ABOUT YOUR **1ST GRADER**

Where, grade?



The best way to praise your 1st grader

Not all praise is equal. [How we praise our children](#) can make all the difference.

You tell your child she's a "genius" after she's finished a puzzle. You proclaim your son's the "most brilliant painter since Picasso" when he proudly hands you his watercolor. Does this sound anything like your parenting style? The good news is that you get big points for being your child's number-one cheerleader. The not so good news? You might want to think again about praising your child.

Read more

IMPORTANT DISTRICT RESOURCES



Welcome SUSD families!

From distance learning guidebooks to internet access help to learning and community links, you'll find [everything you need from SUSD here](#).

Sponsored by **San Joaquin**

EDUCATION QUALITY OPPORTUNITY



Great!
SCHOOLS



Thank you!

Great!
SCHOOLS.org