

Advertising Opportunities

Why advertise with NREA?

The National Rural Education Association (NREA) is the oldest and most established national organization dedicated to rural education in the United States, with roots going back to 1907. Our members are practitioners and leaders who are deeply invested in the specific context of rural schools, often the sole decision-maker for their district, and looking for organizations whose work speaks directly to their students and communities.

Everything listed in this document is a starting point for conversation. NREA is committed to building partnerships that genuinely work for both organizations, and we are open to customizing packages based on campaign goals, timing, and audience alignment.



Our Weekly Newsletter
50,000+ Subscribers



Our Website
68,000+ Annual Visitors



New Digital Magazine
The Rural Advantage



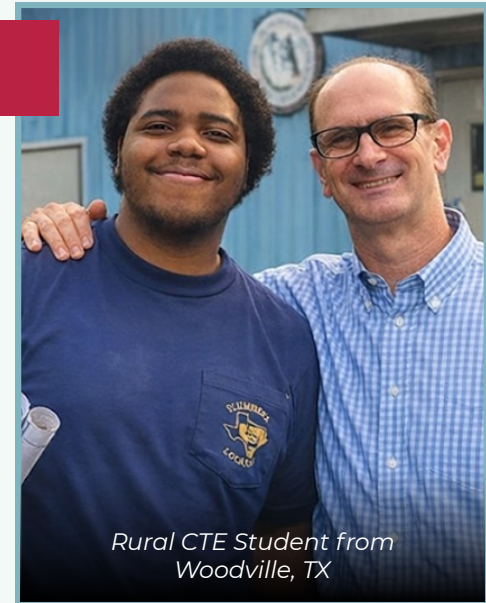
Our Social Media
129,000+ Annual Reach



Our Network
All 50 States



Our Podcast
16,000+ Downloads



Rural CTE Student from
 Woodville, TX

Engage on every platform with **multi-channel packages.**

Package	Description	Annual Sponsor Rate	Non-Annual Sponsor Rate
Awareness Starter	Newsletter Footer Banner Ads (4 total), Website Sitewide Footer Ad (1 month), Social Media Posts (2 total)	\$1,500	\$3,000
Awareness Plus	Podcast Pre-Roll Mention (1 total), Newsletter Featured Story (1), Newsletter Footer Banner Ads (4 total), Website Sitewide Footer Ad (2 months), Social Media Posts (4 total)	\$3,000	\$4,500
The Rural Advantage Starter	Full-Page Ads in The Rural Advantage (4 total), Logo in Partner Recognition Section	\$2,500	\$4,000
The Rural Advantage Plus	Full-Page Ads in The Rural Advantage (4 total), Logo in Partner Recognition Section, Newsletter Footer Banner Ads (4 total), Social Media Posts (4 total)	\$3,500	\$5,000
Full Engagement	Podcast Pre-Roll Mentions (4 total), Full-Page Ads in The Rural Advantage (4 total), Newsletter Featured Story (2), Newsletter Footer Banner Ads (8 total), Website Sitewide Footer Ad (3 months), Social Media Posts (12 total)	\$7,500	\$10,000

Contact NREA Executive Director Dr. Melissa Sadorf to get started.

melissa@nrea.net | (771) 772-9771

NREA Weekly Update

A la carte options

Placement	Description	Annual Sponsor Rate	Non-Annual Sponsor Rate
Featured Story	First story in the weekly newsletter. Includes Image, Title with Link, Paragraph Description, and Button with Call to Action	\$500	\$700
Secondary Story	Second story in the weekly newsletter. Includes Image, Title with Link, Paragraph Description, and Button with Call to Action	\$300	\$500
Tertiary Story	Third story in the weekly newsletter. Includes Image, Title with Link, Paragraph Description, and Button with Call to Action	\$200	\$300
Footer Banner Ad	Banner ad below all stories but before our "In Case You Missed It" Section. Image only with link attached.	\$100	\$150
Post-Content Banner Ad	Banner ad below all stories and below the "In Case You Missed It" Section. Image only with link attached.	\$50	\$100

Example of Newsletter Layout

Featured Story

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas posuere turpis libero, quis porttitor nisl maximus at. Vivamus eget orci.

Button

Secondary Story

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas posuere turpis libero, quis porttitor nisl maximus at. Vivamus eget orci.

Button

Tertiary Story

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas posuere turpis libero, quis porttitor nisl maximus at. Vivamus eget orci.

Button

Footer Banner Ad

In Case You Missed It...

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit.
- Maecenas posuere turpis libero
- Quis porttitor nisl maximus at.
- Vivamus eget orci.

Post-Content Banner Ad

*Let's build something **together** for rural schools.*

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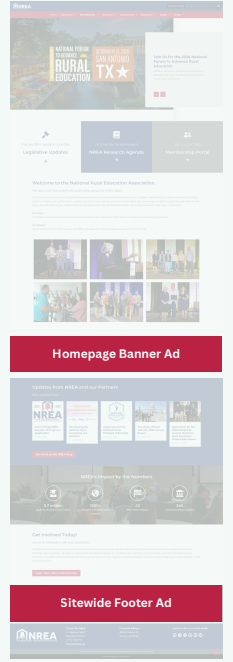
melissa@nrea.net | (771) 772-9771

NREA Website

A la carte options

Placement	Description	Annual Sponsor Rate	Non-Annual Sponsor Rate
Homepage Banner Ad	Banner image on our homepage only, below our main content but before the footer. Includes Image with Link.	\$200/month	\$500/month
Sitewide Footer Ad	Banner image on the entire NREA website, just before the footer. Includes Image with Link.	\$100/month	\$250/month
Resource Directory	Sponsored listing in our new Resource Directory. Includes image, link, and brief description.	\$150/year	\$250/year

Example of Website Ad Placements



The Rural Voice Podcast

A la carte options

Placement	Description	Annual Sponsor Rate	Non-Annual Sponsor Rate
Episode Sponsor	Sponsorship acknowledgement in episode show notes	\$100	\$150
Episode Sponsor Plus	Acknowledgement in show notes, 30-second mention at opening	\$150	\$250
Mid-Roll Ad	30-second mention integrated naturally at the midway point	\$200	\$300
Mid-Roll Ad Plus	60-second mention integrated naturally at the midway point	\$250	\$350
Miniseries Sponsor	Presenting sponsor for a 4-6 episode thematic miniseries. Includes: Acknowledgement in show notes, 30-second mention at opening, 60-second mention integrated naturally at the midway point, and logo on episode covers for the miniseries	\$500/episode	\$750/episode

Social Media

A la carte options

Placement	Description	Annual Sponsor Rate	Non-Annual Sponsor Rate
Sponsored Post	Branded post on all social platforms.	\$250	\$350
Sponsored Post Series	Weekly branded posts on all social platforms for one month (4 total).	\$750	\$1,000
NREA Reshare	NREA shares and amplifies your existing campaign content with a contextual note to our audience	\$150	\$250

The Rural Advantage Magazine

A la carte options

Placement	Description	Annual Sponsor Rate	Non-Annual Sponsor Rate
Issue Sponsor	Full page digital ad, recognition and logo on table of contents page, and named in outgoing communications about that issue	\$2,500	\$3,500
Sponsored Article	500-word article aligned with that issue's themes, labeled as sponsored content	\$1,000	\$1,500
Full Page Ad	8x10.5" ad (must be approved by our team)	\$700	\$900
Half Page Ad	8x5.25" horizontal ad (must be approved by our team)	\$500	\$700
Quarter Page Ad	4x5.25" horizontal ad (must be approved by our team)	\$300	\$400
Logo Only	Logo listed in our sponsor thank you section of ads	\$150	\$250