

# ACSA Advertising Media Kit

**More than 17,000 school leaders in California receive EdCal and Leadership magazine, ACSA's member publications. In addition, surveys have reported a pass-along readership of more than 55,000 educators, including district, county office and school site staff.**

**The school leaders who rely on information in our publications to serve students are the same people making purchasing decisions required for the operation of school systems, and they want the most current, effective solutions for K-12 education.**

**Learn how ACSA can help you reach an audience of school leaders throughout California.**

## EDCAL

Make your advertising dollars count. Display ads in EdCal are an affordable and effective way to promote your business.

EdCal, ACSA's weekly association newspaper, is sent to more than 17,000 members and subscribers in California. Advertise your degree programs, school improvement methods, events, software, publications and more. Ads reach school administrators making millions of dollars in purchasing decisions every year.

Since 1971, EdCal has been highly valued by school leaders as their go-to publication for essential information, education news, legislative updates, professional learning opportunities and job openings across the state.

## Leadership Magazine

Leadership Magazine provides in-depth information about the most critical issues facing school leaders today. The award-winning magazine is sent to ACSA members as well as other decision-makers in education throughout the U.S., including a number of university libraries and other institutions.

Our surveys show that readers pass along their issues of the magazine to at least two other colleagues, making our readership more than 55,000 educators. The magazine is published five times a year, and each issue has a specific focus. Articles are written by education practitioners and other experts, and continually accessed for research and instruction.

Take advantage of this opportunity to reach school leaders through one of the most respected publications they read.

## CAREER CONNECT

For decades, EdCal's CareerConnect section has been the premier source for California school administrator job searches.

Joined with the worldwide reach of ACSA's online Career Center, employers throughout the state and beyond can find the top candidates

for open positions in education.

Ads for open positions can be placed in EdCal and on the online Career Center. Go to [careers.acsa.org/employers](https://careers.acsa.org/employers) to create a free employer account and select your online or print job ad option. Job ads in EdCal are only purchased through the online Career Center with pricing options wholly separate from EdCal display advertising.

Visit [careers.acsa.org/employers](https://careers.acsa.org/employers) to learn more.



# Advertising Rate Card

Association of California School Administrators | Effective 7/1/20

**Free Benefit: Digital Ads** EdCal is also viewable on all digital devices as a fully interactive and responsive digital version. Every advertisement receives a free link to the web address of choice.

Display advertisements for products and services, such as university programs, books and school improvement methods, run in the main section of EdCal. Display ads reach school administrators making millions of dollars in purchasing decisions.

## Open Rates\*

**\* Please note: rates listed do not apply to job openings published in the CareerConnect section. Visit [careers.acsa.org/employers](http://careers.acsa.org/employers) for information on job listings.**

### Black & White:

**\$45 per column inch net.** See "Standard Ad Sizes" for more information on column inches.

1/8-page ad:	8 column inches/\$360
1/4-page ad:	16 column inches/\$720
1/2-page ad:	32 column inches/\$1,440
Full page ad:	62 column inches/\$2,790

### Color:

**\$57 per column inch net.** See "standard ad sizes" for more information on column inches.

1/8-page ad:	8 column inches/\$456
1/4-page ad:	16 column inches/\$912
1/2-page ad:	32 column inches/\$1,824
Full page ad:	62 column inches/\$3,534

## Back Page Ads:

Back page ads can be either full or 1/2-page. Full page, 4 col. (10.25") x 15.5", or 1/2-page, 4 col. (10.25") x 8".

1/2-page:	\$1,595 black and white; \$1,925 color
Full page:	\$2,900 black and white; \$3,700 color

## Non-publish Dates

EdCal is published weekly except for certain non-publish dates throughout the year. Please see the current publication calendar for a list of publish dates.

## Deadlines & Placement

**Display ad reservations & artwork are due by 12:00 p.m. PST on Monday for the following Monday's EdCal.** We do not guarantee page placement.

**To place a display ad, contact Emily Agpoon at [eagpoon@acsa.org](mailto:eagpoon@acsa.org) or 916.329.3833.**

## Cancellations

Ads may be cancelled within 24 hours of submission deadline with no penalty (Tuesday 12:00 p.m.). Cancellations are not accepted after this time. Advertisers may request that ads do not run, but will be charged the full price of the ad after the cancellation deadline.

## Artwork

Ads must be submitted electronically as a high resolution PDF, with all fonts and graphics embedded and crop marks indicated. Color ads must be in CMYK or will be converted.

Email artwork to [eagpoon@acsa.org](mailto:eagpoon@acsa.org).

## Standard Ad Sizes

A column inch is 14.6 picas (2.375 inches) wide by 1 inch deep. Display ads must be a minimum of 4 column inches total, and can be any increment of columns and whole inches up to full-page height (15.5").

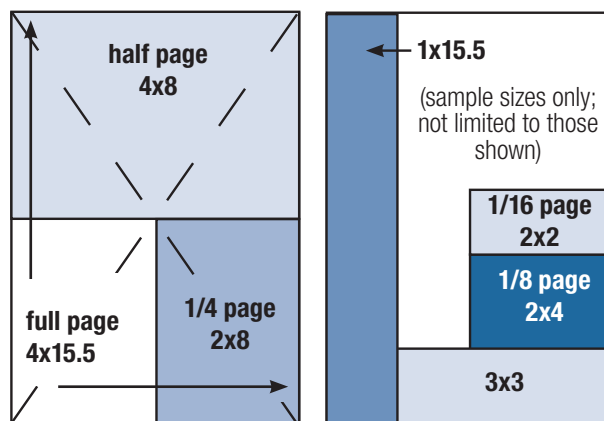
Ad size	Width x Height = Total column inches
1/16-page:	2 col. x 2" = 4 column inches (minimum size)
1/8-page:	2 col. x 4" = 8 column inches
1/4-page:	2 col. x 8" = 16 column inches
1/2-page vertical:	4 col. x 8" = 32 column inches
1/2-page horizon.:	2 col. x 15.5" = 31 column inches
3x3:	3 col. x 3" = 9 column inches
1x15.5:	1 col. x 15.5" = 15.5 column inches
Full page:	4 col. x 15.5" = 62 column inches

## Width Dimensions

1 column	2.375 inches (14.6 picas)
2 columns	5 inches (30 picas)
3 columns	7.625 inches (46 picas)
4 columns	10.25 inches (61.6 picas)

## Online Catalog

Visit <http://bit.ly/edcal-ad-specs> for a catalog of size and color options with graphic samples.



## Digital Banner Ads

- Advertisers receive a horizontal banner ad on the bottom of the front page or on three article pages of the online edition, placement TBD at or below the fold.
- 3 issue minimum requirement. Placement must be sequential, 3 issues or 10 issues in a row.
- Deadline for insertion and artwork is 12:00 p.m. the Monday prior to first publication date.
- Ad size is 1,500 pixels wide by 600 pixels tall, 200dpi. JPEG, PNG or GIF files only. Artwork must adhere to conditions listed on this page. (Optional Mobile Version: 800x600 pixels)
- Ads link to a website or custom link.
- Basic animations are available: fade in, fade up or slide in.

	Total cost for 3 issues*	Total cost for 10 issues*
Front Page	\$400	\$1,000
Article Page (3 ads per issue)	\$300	\$800

## Payment & Discounts

ACSA will invoice for display ads at the end of each month; we also accept credit cards.

We reserve the right to charge cash in advance. Invoices are due net 30 days. No cash discount. Interest on any overdue amount is 1.5 percent per month.

Rate breaks of 10 percent may be offered if ad space is reserved in three or more issues. Advertising agencies may take a 10 percent discount, but no frequency discounts will be applied to space purchased through agencies.

## Contacts

For display advertising questions or to place an ad, contact Emily Agpoon at 916.329.3833 or [eagpoon@acsa.org](mailto:eagpoon@acsa.org).

For general questions or to submit a news tip or article, contact Michelle Carl, editor, at [mcarl@acsa.org](mailto:mcarl@acsa.org).

For questions about advertising open jobs, email [careerconnect@acsa.org](mailto:careerconnect@acsa.org) or visit [careers.acsa.org/employers](http://careers.acsa.org/employers) to place an ad.

## Conditions

All advertising copy is subject to approval by the Association of California School Administrators.

EdCal reserves the right not to publish any advertising copy submitted within its sole and absolute discretion for any reason whatsoever.

- Camera-ready copy for display ads must be submitted in final form by 12:00 p.m. PST Monday, one week prior to publication. (In the case of Monday holidays, the deadline is Tuesday at 12:00 p.m. PST.)
- Additional charges may be incurred for ads requiring typesetting or other production work.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- Ads may be cancelled within 24 hours of submission deadline. Cancellations are not accepted after 24 hours (Tuesday 12:00 p.m.). Advertisers may request that ads do not run, but will be charged the full price of the ad if pulled after 24 hours past submission deadline.
- Ads not conforming to EdCal's standard column widths will be re-bordered or reduced in size to fit.
- EdCal does not accept political advertising, advertising simulating editorial content, advertising deemed misleading or offensive to members, advertising inconsistent with the programs and purposes of the association or in conflict with association-sponsored programs.
- EdCal reserves the right to cancel or reject any advertising that does not conform to the standards of the publication or the association.
- Rates are subject to changes on 30 days written notice from publisher.
- Publisher's liability for error will not exceed the cost of space occupied by such error.
- The publisher reserves the right to hold an advertiser and/or an advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The agency and advertiser warrant that they possess the full rights to publish the contents of the advertising copy. The advertiser and agency agree to defend, indemnify, hold harmless ACSA from any claim against ACSA arising out of the publication of such advertisements, including those resulting from libel, violation of rights of privacy, plagiarism or copyright infringement.

# 2023-2024 EdCal Publication Calendar

Publication Date	Ad/Artwork Deadline
July 10, 2023	July 3
July 24	July 17
August 7	July 31
August 21	August 14
September 4	August 28
September 18	September 11
October 2	September 25
October 16	October 9
October 30 ♦	October 23
November 13	November 6
December 4	November 27
January 8, 2024	January 2 †

Publication Date	Ad/Artwork Deadline
January 22	January 16 †
January 29	January 22
February 5	January 29
February 12	February 5
February 26	February 20 †
March 4	February 26
March 11	March 4
March 18	March 11
March 25	March 18
April 8	April 2 †
April 15	April 8
April 22	April 15

Publication Date	Ad/Artwork Deadline
April 29	April 22
May 13	May 6
May 20	May 13
May 27	May 20
June 10	June 3
June 24	June 17

† In the event of a Monday holiday, deadline will be on Tuesday.

♦ Issue distributed at Leadership Summit. Deadline may change if space is filled before Oct. 23. Please consider reserving early.

 Publish date  Non-publish date  ACSA holiday/offices closed

JULY 2023						
S	M	T	W	T	F	S
						1
2	<del>3</del>	<del>4</del>	5	6	7	8
9	10	11	12	13	14	15
16	<del>17</del>	18	19	20	21	22
23	24	25	26	27	28	29
30	<del>31</del>					

AUGUST 2023						
S	M	T	W	T	F	S
		1	2	3	4	5
6	<del>7</del>	8	9	10	11	12
13	<del>14</del>	15	16	17	18	19
20	21	22	23	24	25	26
27	<del>28</del>	29	30	31		

SEPTEMBER 2023						
S	M	T	W	T	F	S
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17	18	19	20	21	22	23
24	<del>25</del>	26	27	28	29	30

OCTOBER 2023						
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15	16	17	18	19	20	21
22	<del>23</del>	24	25	26	27	28
29	30	31				

NOVEMBER 2023						
S	M	T	W	T	F	S
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5	<del>6</del>	7	8	9	10	11
12	13	14	15	16	17	18
19	<del>20</del>	21	22	23	24	25
26	<del>27</del>	28	29	30		

DECEMBER 2023						
S	M	T	W	T	F	S
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3	4	5	6	7	8	9
10	<del>11</del>	12	13	14	15	16
17	<del>18</del>	19	20	21	22	23
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JANUARY 2024						
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FEBRUARY 2024						
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MARCH 2024						
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APRIL 2024						
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MAY 2024						
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JUNE 2024						
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16	<del>17</del>	18	19	20	21	22
23	24	25	26	27	28	29
30						

# 2024-2025 EdCal Publication Calendar

Publication Date	Ad/Artwork Deadline
July 1, 2024	June 24, 2024
July 22	July 15
August 5	July 29
August 19	August 12
September 2	August 26
September 16	September 9
September 30	September 23
October 14	October 7
October 28	October 21
November 11 ♦	November 4
December 2	November 18 ‡
January 6, 2025	Dec. 16 / Dec. 30 ‡

Publication Date	Ad/Artwork Deadline
January 13	January 6
January 27	January 21 †
February 3	January 27
February 10	February 3
February 24	February 18 †
March 3	February 24
March 10	March 3
March 17	March 10
March 24	March 17
April 7	April 1 †
April 14	April 7
April 21	April 14

Publication Date	Ad/Artwork Deadline
April 28	April 21
May 12	May 5
May 19	May 12
May 26	May 19
June 9	June 2
June 23	June 16

† In the event of a Monday holiday, deadline will be on Tuesday.

♦ Issue distributed at Leadership Summit. Deadline may change if space is filled before Nov. 4. Please consider reserving early.

‡ Deadline for Dec. 2 issue will be Nov. 18. Deadline for display ads in the Jan. 6 issue will be Dec. 16; deadline for jobs ads will be Dec. 30.

 Publish date     Non-publish date     ACSA holiday/offices closed

JULY 2024						
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AUGUST 2024						
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SEPTEMBER 2024						
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OCTOBER 2024						
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NOVEMBER 2024						
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DECEMBER 2024						
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JANUARY 2025						
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FEBRUARY 2025						
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MARCH 2025						
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APRIL 2025						
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MAY 2025						
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JUNE 2025						
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29	30					

# Leadership Magazine

Advertising Rate Card | Association of California School Administrators

**Free Benefit: Digital Ads** Leadership magazine is also viewable on digital devices as a fully interactive and responsive digital version. Every advertisement receives a FREE link to the web address of choice. Digital editions are also viewable on all smart phones and tablets.

## Five Good Reasons to Advertise:

### 1. Circulation...

- Leadership magazine is mailed directly to these California leaders:
- More than 90 percent of all superintendents, assistant superintendents and business managers.
  - Three quarters of all principals, assistant principals and other school leaders, including school business administrators, curriculum directors, personnel administrators, food service and transportation managers, facilities planners, and more.
  - State Department of Education officials, school board members, legislators and other state officials.

### 2. Readership...

Leadership reaches more than 50,000 educators. Readers pass along their issues of the magazine to at least two colleagues, board members, teachers or other staff members, according to readership surveys. Online access to the magazine provides additional visibility.

### 3. Purchasing power...

California school administrators are the leaders who make purchasing decisions about the \$50 billion worth of products and services their schools and districts need each year.

### 4. Editorial purpose...

Since 1971, Leadership has been respected by school administrators and other education experts as the source of valuable research reports, case studies, "how-to" articles and editorials on topics important to their day-to-day job activities. Topics typically covered in the magazine include curriculum, technology, professional learning, closing the achievement gap, school finance, assessment, teaching and learning, school safety, instructional leadership and school reform.

### 5. Quality content...

As the winner of several national awards, Leadership magazine is recognized as a leading publication for education's key decision-makers. Surveys show that ACSA members find Leadership magazine does an excellent job of keeping members informed on education issues and best practices, and is one of the most important benefits provided by the Association. Leadership magazine provides an excellent forum for school leaders to share their successes and keep current on vital education issues.

## Advertising Rates

### Black and white

	1 time	3 times	5 times
full page	\$1,520	\$1,425	\$1,320
2/3 page	\$1,230	\$1,155	\$1,070
1/2 page	\$986	\$926	\$858
1/3 page	\$758	\$712	\$660
1/6 page	\$530	\$499	\$461
spread	\$2,884	\$2,710	\$2,408

### Covers

inside front	\$2,292	\$2,154	\$1,993
inside back	\$2,186	\$2,054	\$1,901
back	\$2,793	\$2,625	\$2,429

### Color

Four-color (process) – \$800 additional per unit

### Special positions

A 15 percent premium will be charged for placement of ad in a requested position (subject to availability).

### Online advertising

Home page and interior page banner ads are available in all issues of the digital editions. Please inquire for more information.

### Agency discounts

Recognized agencies receive 15 percent commission. Recognized agencies include an individual or group of individuals handling a minimum of three clients who make the media selection, handle the order within the deadlines, coordinate and process the space placed, submit all advertisements in camera-ready form, furnish and prepay all transportation charges on all printed material submitted, assume financial responsibility, and process prompt payment under the terms of this rate card. Agency commissions will only be paid on invoices paid within 60 days. No commission on production charges for spot color ads.

### Frequency discounts

Advertisements must be inserted at least three times within 12 months to get the three-time frequency discount and at least four\* times within 12 months to get the four-time frequency discount. Frequency rates may also be earned by running multiple advertisements in the same issue. Different size ads may be combined to earn frequency discounts in a contract year. Credits earned by increasing frequency during a contract year will apply toward future billing for space. No cash rebates will be made.

### Reserving advertising space and submitting artwork

To reserve advertising space or submit artwork, e-mail Diana Granger at [granger@cwo.com](mailto:granger@cwo.com). Phone: 530/642-0111.



# Mechanical Specifications

## Standard ad sizes

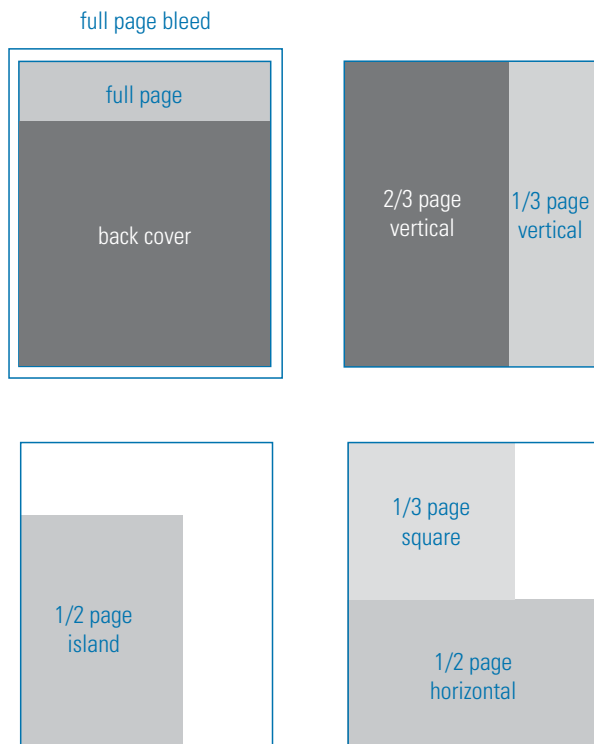
full page bleed. . . . .	9 x 11 1/2"
full page. . . . .	7 1/4 x 9 1/2"
Back cover . . . . .	8 3/4 x 8 3/4"
2/3 page. . . . .	4 3/4 x 9 1/2"
1/2 page (island). . . . .	4 3/4 x 7 1/2"
1/2 page (horizontal) . . . . .	7 1/4 x 4 3/4"
1/3 page (vertical) . . . . .	2 1/4 x 9 1/2"
1/3 page (square) . . . . .	4 3/4 x 4 3/4"

## Trim size

8 1/2 x 11," three columns to a page. Each column is 2 1/4 x 9 1/2"

## Requirements

Ads must be submitted electronically as a high resolution PDF, with all fonts and graphics embedded and crop marks indicated. E-mail artwork to [granger@cwo.com](mailto:granger@cwo.com).



# Publication Dates

*Leadership Magazine* is published five times a year with issues dated September/October, November/December, January/February, March/April and May/June. For more information about topics covered in each issue, visit [www.acsa.org/Leadershipthemes](http://www.acsa.org/Leadershipthemes).

## Deadlines

- Cancellations will not be accepted after the closing date for space reservations.
- Corrections cannot be guaranteed if materials are received after the closing date.
- Exact dimensions must be specified with reservations.

## Contract Terms

- Credit may be granted to advertisers able to demonstrate a record of prompt payment of bills. We reserve the right to charge cash in advance. Invoices are due net 30 days. No cash discount. Interest on any overdue amount is 1.5 percent per month.
- Rates subject to change on 30 days written notice from publisher.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- Cancellation is not accepted after closing date for space reservations.
- An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- Cancellation of any portion of a contract voids all rate and position protection.
- The publisher reserves the right to cancel or reject any advertising that does not conform to the standards of the publication or the association.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- All advertisements are accepted and published by the publisher on the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. The publisher is not responsible for errors in key numbers.
- Publisher's liability for error will not exceed the cost of space occupied by such error.

For more information and to reserve space contact Diana Granger, 530/642-0111 e-mail [granger@cwo.com](mailto:granger@cwo.com).

Editorial office: ACSA Leadership magazine, 1029 J St. Suite 500, Sacramento, CA 95814 • 800/608-ACSA

# Leadership Magazine

Published by the **Association of California School Administrators**  
Reaching more than 50,000 education professionals.

## 2024-2025 Advertising Deadlines & Themes

### September/October 2024: **Instructional Leadership**

How are principals driving instructional practices that put students in a position to achieve? Leading and coaching teachers • Using data to drive instructional practices • Ideas for raising math/ELA scores • Collaborative planning • Developing a culture of learning • Culturally responsive leadership — and more!

**Space reservation: July 11, 2024      Artwork deadline: July 25, 2024**

### November/December 2024: **Artificial Intelligence**

How are schools navigating the risks and opportunities that come with this new tool? Limitations on use • Student use of AI: Is it cheating? • Improving teacher/administrator efficiency • “Deep fakes” and bullying • Data privacy — and more!

**Space reservation: Aug. 26, 2024      Artwork deadline: Sept. 16, 2024**

### January/February 2025: **Labor and Negotiations**

What knowledge and practices do school negotiations teams need to ensure a collaborative and fair process that prioritizes the best interests of both parties? Collective bargaining and legal duties • Internal and external communication strategies • Maintaining good relations • Strike preparation — and more!

**Space reservation: Nov. 4, 2024      Artwork deadline: Nov 22, 2024**

### March/April 2025: **Ethnic Studies**

What are school leaders doing to successfully implement ethnic studies courses, which have been shown to have positive outcomes for students? Ethnic studies content and pedagogy • Professional development for teachers and administrators • Developing an ethnic studies curriculum • Successful and principled ethnic studies implementation • Student and community voices — and more!

**Space reservation: Jan. 21, 2025      Artwork deadline: Feb. 4, 2025**

### May/June 2025: **College, Career and Life Readiness**

How are education leaders ensuring that every student — including adult learners — is prepared for a happy and successful future? Career technical education • Encouraging college enrollment and A-G requirements • 21st century skills and the “future of work” • Adult learners • Graduate profiles and strategic plan alignment • Emotional intelligence and people skills — and more!

**Space reservation: March 3, 2025      Artwork deadline: March 19, 2025**

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### Contact:

**Diana Granger | 530/642-0111 | [granger@cwo.com](mailto:granger@cwo.com)**

**Exact dimensions must be specified with reservations.**



# Circulation & Readership

More than 17,000 administrators in California receive EdCal and Leadership magazine, ACSA's member publications. In addition, surveys have reported a pass-along readership of more than 55,000 educators, including district, county office and school site staff. Other subscribers include businesses, university libraries, state leaders and education associations.

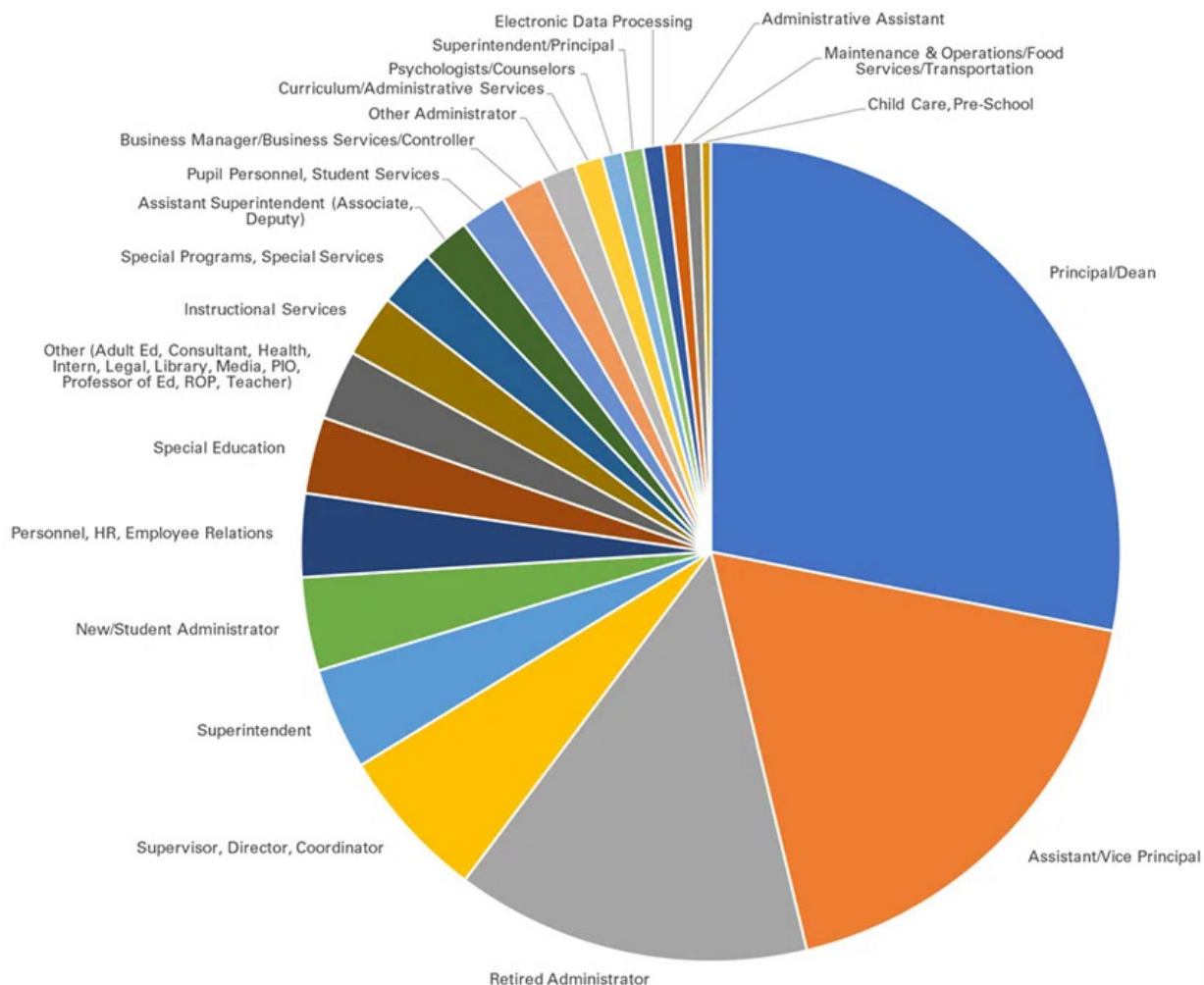
## Who Our Readers Are

- Principals
- Co-administrators (vice/assistant principals)
- Superintendents of districts and county offices
- Assistant/deputy superintendents
- Business Services and Human Resources professionals
- Curriculum and Instruction, Special Education and Pupil Services administrators
- Student and retired administrators
- Associate members, including businesses and educational groups
- Professors of education
- Confidential and classified staff
- Teachers, educational consultants
- University libraries

## What They Care About

- Students, first and foremost
- Solutions for schools
- Professional learning for themselves and their staff
- Career development
- Higher education and degree programs
- Publications and products that will help achieve student success
- Products and services that directly support what they do
- Lifelong learning

## Circulation by Position



Data as of 12/2020