

# Digital Ad Examples



SAI Legislative Update | November 2025



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## November SAI Legislative Update

Whether or not you have already enjoyed the Thanksgiving break, I hope this time offers you a chance to rest and connect with those important in your life. We are now approaching an intense period before the extended break at the end of December.

As we prepare for our 2026 legislative session, SAI's [Legislative Priorities](#) have been finalized, approved, and posted on the SAI website. A big thanks to the Legislative Committee and the Representative Council for their work in establishing those priorities.



## Marshall Memo 1110 Oct. 28, 2025

This week's quotes and articles come from The Reading Teacher, Seven Days, Language Magazine, Education Week, Education Gadfly, Harvard Business Review, Isobel Stevenson's Coaching Letter, Shanahan on Literacy, Edutopia, and Journal of School Psychology.

Kim Marshall

### In This Issue:

1. Toward reliable "Consumer Reports" for curriculum materials
2. How to disagree constructively
3. When to use AI and when humans must do the work
4. Building Thinking Classrooms – the research base
5. Timothy Shanahan on using grade-level texts
6. Using multi-classroom observations to spark collective efficacy

**Legislative Update (2)** – January thru April  
**Eight Ads:** sent to 2,200+ members  
**Frequency:** every week for 16 weeks  
**Ad frequency:** eight of the 16 weeks  
**Average Open Rate:** 73%  
**Investment:** \$3,000

**Marshall Memo (4)** – September thru August  
**12 ads:** sent to 2,200+ members  
**Frequency:** weekly  
**Ad frequency:** 12 ads  
**Average Open Rate:** 61% (1,270+/edition)  
**Investment:** \$4,000



July 2025 Edition



Hi, (First Name)

email from Jenn David-Lang here.

Here are my resources for you this month:

- links to resources here and book review here.

- Jenn  
Jenn David-Lang  
The Main Idea founder



**Sample Podcast Ad**  
<lead.sai-iowa.org/sample-podcast-ad>  
Use QR code or link to listen  
to a sample 30-second ad.

**The Main Idea (2)** – September thru August  
**Six Digital Ads:** sent to 2,200+ members  
**Frequency:** monthly  
**Ad frequency:** six ads  
**Average Open Rate:** 62% (1,360+/edition)  
**Investment:** \$3,000

**It's Been SAId Podcast (3)** – September thru August  
**Four – 30 second audio ads:** streaming services  
**Frequency:** monthly  
**Ad frequency:** four ads  
**Average Downloads:** 72  
**Investment:** \$1,000