

Digital Ad Examples



Company Name Share what your company can do for Iowa administrators and districts. Visit [website URL] to learn more.

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SAI Weekly Legislative Update – January 19

Hello to all!

This is the first of what will be a weekly update throughout the Legislative session. This version covers two weeks.

Lorem ipsum odor amet, consectetur adipiscing elit. Iaculis convallis imperdiet scelerisque pulvinar egestas tristique platea est. Praesent in odio sapien donec mus. Venenatis lorem est eros magna ac. Cubilia faucibus egestas pretium penatibus; portitor in maximus? Et proin augue sem velit ornare himenaeos. Nullam in dis proin pharetra suscipit pulvinar.

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



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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

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



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Marshall Memo ###
[DATE HERE]

In This Issue:

1. [links to several articles](#)

Additional resources

[Link to podcast of last week's issue](#)

[Best of Marshall Memo](#)

[Back issues archive](#) - Members' area login - Email: Iowa and Password: Administrators

Making the most of your Marshall Memo access

- These short bits of content can be used to facilitate learning as part of your administrative team meetings.
- The searchable database provides a source for research/content related to a specific topic. For example, if the district is exploring ways to increase student math scores, you might search the Memo, which can then lead you to full articles and studies on the topic. You could also use this to provide content/support aligned to individual teachers' ICPDP goals.
- Many leaders/districts don't subscribe to the vast number of periodicals that are included in the Marshall Memo (currently 64 mainstay journals, magazines, newspapers and many others) so this member benefit effectively provides access for you.

Note: Information contained in *The Marshall Memo* is collected and collated by an independent entity and does not necessarily reflect SAI policy or views.

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



Sample Podcast Ad

lead.sai-iowa.org/sample-podcast-ad

Use QR code or link to listen to a sample 30-second ad.

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