



ISM Partnership Opportunities

Partner with ISM to gain exposure with prime decision-makers in private-independent schools. Stand out from your competitors, increase your visibility, and align your brand with a world-renowned organization. See how far your reach can go when you partner with ISM.



ism[®]

We began with a simple vision—strengthen private-independent schools by empowering school leaders who have dedicated their lives to helping children succeed.

Since 1975, we have been driven by the same mission—advance school leadership to enrich the student experience.

Mission Statement

ISM is dedicated to the advancement of school management. We provide creative strategies by combining extensive research, proven management techniques, and personalized service.

Diversity Statement

We believe in the power of education, equality, empathy, and respect. Private education must exist for public good. Here at ISM, we deeply believe in equality, compassion, integrity, and justice for all human beings. We strive to create an inclusive culture that celebrates diverse voices and values each employee's true, authentic self. We believe that by committing to listening, learning, engaging, and growing, we better serve our employees, schools, and students.

“
I so appreciate ISM's unified, well-reasoned vision for effective school management.
”

Christina McClendon
Library and Technology Department Chair
Harvard-Westlake School, CA
Silver member since 2015



8,000 +

Private-school leaders supported

175 +

Live and on-demand webinars covering key strategies and trends

2,000 +

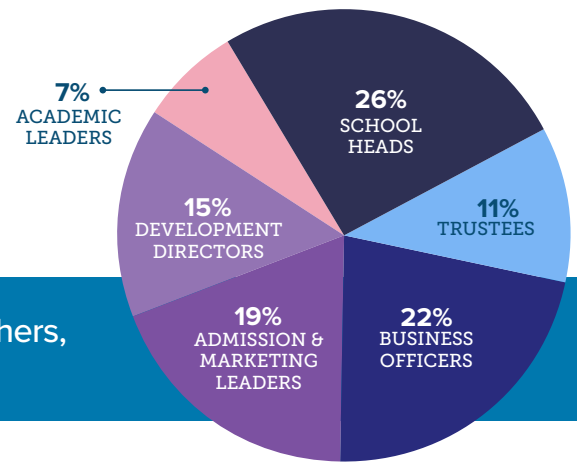
Research-packed articles in member-exclusive publications



Reach ISM's Audience

By partnering with us, your brand will be front and center with key decision-makers in private-independent schools.

Our email list includes **46,000** Trustees, administrators, teachers, and other key leaders looking for guidance and support.



Membership: Actively Engaged Audience

ISM members are key decision-makers and our most engaged school leaders. They frequently look to ISM for advice, insight, and guidance. As a primary benefit, members receive monthly print copies of *Ideas & Perspectives*, ISM's flagship publication.

Silver	1,578
Gold	5,803
Platinum	260

The Source Newsletter Engagement

Our weekly content-based newsletter provides articles and other resources to support school leaders.

Cadence	1 per week
Total Opens in 2020	545,020
Click-Throughs	50,124

Social Media Reach and Engagement

We share articles, videos, and updates with private school leaders around the world.

Facebook	3,873
LinkedIn	12,438
Twitter	3,505

International Circle Community Engagement

International Circle offers content, coaching, and community for international student program managers. This is an added benefit for ISM Gold and Platinum members.

Cadence	1 new piece of content every week
Audience	6,000 Gold & Platinum members

Website Reach and Engagement

isminc.com is the hub of all our research, reports, articles, and services. Numbers are for 2020.

Users	293,647
Sessions	485,933
Page Views	1,040,610
Average Time on Page	00:01:52

Webinar Reach and Engagement

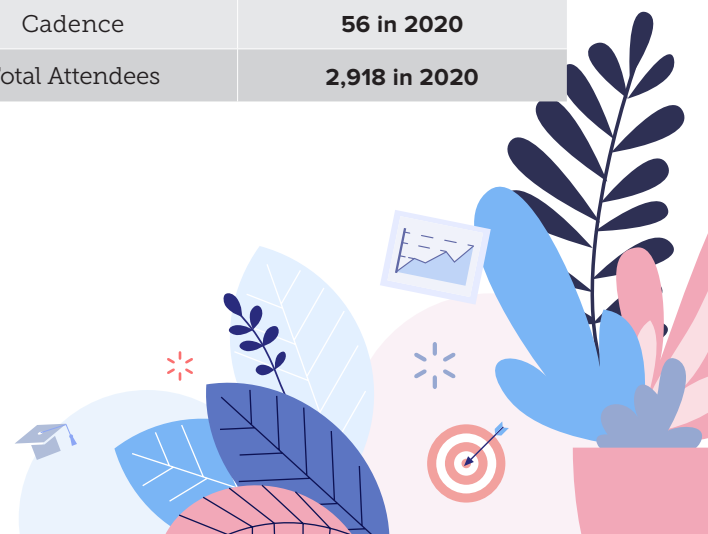
ISM Consultants and partners present research, data, and strategies weekly.

	FREE	PAID
Cadence	30 per year	50 per year
Average Registrants	524	219
Average Response Rate	35%	35%
Average Leads Per Webinar	38+	16+

Workshop Reach and Engagement

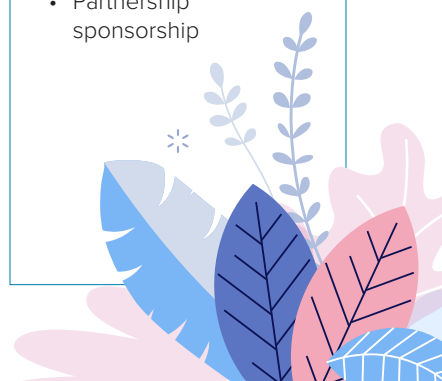
ISM Consultants and partners provide one-on-one support to key school decision-makers in our hands-on workshops.

Cadence	56 in 2020
Total Attendees	2,918 in 2020



Partnership Opportunities: At a Glance

10 AVAILABLE	6 AVAILABLE	5 AVAILABLE	4 AVAILABLE
<h2>Content Contributor</h2> <p>\$15,000 per year</p> <p>Get your message out to the broadest audience with the widest distribution.</p> <ul style="list-style-type: none"> ✓ Contribute articles ✓ Ad placement <p>Brand exposure:</p> <ul style="list-style-type: none"> • In <i>The Source</i> or <i>International Circle</i> content community • Through dedicated landing page • With ISM's actively engaged audience through <i>Ideas & Perspectives</i>, our flagship advisory letter 	<h2>Workshop Supporter</h2> <p>\$25,000 or 50/50 revenue share per campaign</p> <p>Capture engaged leads through content-driven sales funnel.</p> <ul style="list-style-type: none"> ✓ Lead workshop and webinar ✓ Contribute articles ✓ Collect leads <p>Brand exposure:</p> <ul style="list-style-type: none"> • In <i>The Source</i> or <i>International Circle</i> content community • Through dedicated landing page • Through live ISM webinar and workshop • Included in ISM marketing • Lead generation tools 	<h2>Dual Collaborator</h2> <p>\$50,000 or \$25,000 + revenue share 50/50 per campaign</p> <p>Double your brand exposure to highlight your offerings with multiple events.</p> <ul style="list-style-type: none"> ✓ Lead workshops and webinars ✓ Contribute articles ✓ Collect leads ✓ Ad placement <p>Brand exposure:</p> <ul style="list-style-type: none"> • In <i>The Source</i> or <i>International Circle</i> content community • Through dedicated landing page • With ISM's actively engaged audience through <i>Ideas & Perspectives</i>, our flagship advisory letter • Through multiple live ISM webinars and workshops • Included in ISM marketing • Lead generation tools 	<h2>Exclusive Partner</h2> <p>\$100,000 per year</p> <p>Use ISM's dedicated platform to showcase your brand to a captive audience with the highest number of touchpoints.</p> <ul style="list-style-type: none"> ✓ Dedicated presentation about your brand ✓ Partnership sponsorship ✓ Lead workshops and webinars ✓ Collect leads ✓ Ad placement <p>Brand exposure:</p> <ul style="list-style-type: none"> • In <i>The Source</i> or <i>International Circle</i> content community • Through dedicated landing page • With ISM's actively engaged audience through <i>Ideas & Perspectives</i>, our flagship advisory letter • Through live ISM webinars and workshops • Included in ISM marketing • Lead generation tools • Dedicated presentation • Partnership sponsorship
<p>Want to reach schools with international student programs?</p>			
<h2>International Circle Content Contributor</h2> <p>\$5,000 per year</p> <p>See opportunities to promote your brand to our International Circle community, a group of engaged and dedicated school leaders who manage international student programs.</p> <p>Brand exposure:</p> <ul style="list-style-type: none"> • Contribute articles with your logo and link to be included or International Circle content community (6x/year) • Co-host International Circle webinar as an expert partner (4x/year) (Webinars act as lead generation for your product/service.) • Partnership acknowledgment in International Circle Community newsletter (2x/month) • Opportunity to host live Q&A session with post-event survey 			



Partnership Opportunities: Details

	IC	CC	WS	DC	EP
NEWSLETTER ENGAGEMENT Contribute articles with your logo and a clickable CTA to be included in <i>The Source</i> newsletter or <i>International Circle</i> content community, depending on your audience and goals	6 per year (International Circle only)	10 per year	2 per year	10 per year	10 per year
(We recommend you plan for 1 "article" pre-event and 1 post-event. See the ISM Webinar and ISM Workshop lines.)					
MEMBERSHIP REACH Full-page print ad included in the monthly mailing of <i>Ideas & Perspectives</i> , our member-exclusive advisory letter		10 per year		10 per year	10 per year
CUSTOM LANDING PAGE Link to landing page (ISM-designed) which can include your videos, PDFs, and materials with lead gen form		1	1	1	1
ISM WORKSHOP Co-brand an ISM workshop			1	2	2
ISM WEBINAR Co-host an ISM Webinar as an expert partner (Webinars act as lead generation for your product/service as well as the workshop you co-brand.)	4 per year (International Circle only)		1	2 (one per event)	2 (one per event)
POST-EVENT SURVEY Post-event (both webinar and workshop) survey with direct leads for your CTA	4 per year (International Circle only)		1	2 (one per event)	4 (one per event)
MARKETING & DISTRIBUTION INCLUDED May include print, digital, and social media			Per event	Per event	Per event and for partnership
DEDICATED PRESENTATION Present a webinar specifically about your product or service to ISM's audience					2
PARTNERSHIP SPONSORSHIP Partnership acknowledgment on all marketing materials for all major ISM events					1

Learn more about ISM's sponsorship opportunities. Contact Andy Hirt, Senior Director of Business Development at andy@isminc.com or **302-656-4944**.