

2010 editorial calendar

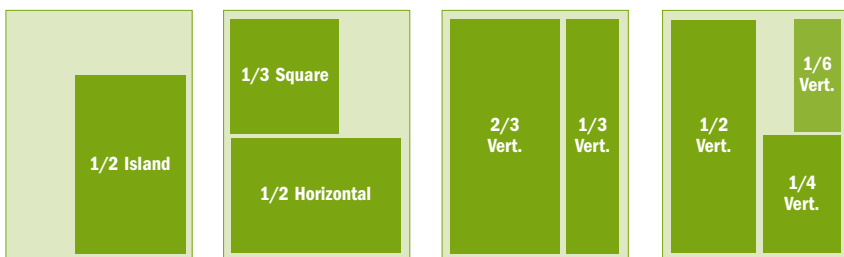
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE/JULY	AUGUST	SEPTEMBER	OCTOBER	NOV/DEC
FEATURES			Harvey Ad-Q Study						
Personal Mobile Devices	Tech for Health and Safety Issues	21st-Century Skills Assessment	Measuring Community Connections	The New Media Center	Gaming	Web 2.0 for Collaboration	Visionary K-12 IT Leaders	Tech Lessons From Higher Ed	English Language Learners
Cloud Computing	Optimizing Infrastructure on a Budget	Open Content	Business Intelligence	Open Source	Security for Social Networking	Data Storage and Recovery	Outsourcing	Physical Security	Desktop Virtualization
The Latest in e-Learning	Government Funding Outcomes	Tech for Project-Based Learning	<i>Special Section:</i> Green Schools	Professional Development	Netbook Rundown	LMS and Curriculum Alignment	Universal Screening and RTI	e-Learning Beyond Core Content Areas	<i>Special Section:</i> Looking Back and Ahead for K-12 Tech
COLUMNS									
Networking: 802.11n High-Speed Wireless	Web 2.0: Twitter and Beyond	Security: e-mail Security	<i>Special Section:</i> Green Schools	Networking: Automating Software Deployments	Visual Tech: Digital Storytelling	Digital Content: District Websites and Portals	Funding: K-12 Tech Grants	Green Tech: Print Management	<i>Special Section:</i> Looking Back and Ahead for K-12 Tech
Distance Learning: Rural Schools	Visual Tech: Projectors	21st-Century Classroom: Student Response Systems	<i>Special Section:</i> Green Schools	e-Learning: Virtual Field Trips	Policy and Advocacy: Digital Content Policy Update	e-Learning: College Research and Prep	21st-Century Classroom: Assistive Tech	Professional Development: Web-Based Alternative Certification	<i>Special Section:</i> Looking Back and Ahead for K-12 Tech
BONUS DISTRIBUTION									
FETC 2010					InfoComm10 ISTE 2010				

2010 RATE CARD

Digital Advertising Specifications

	Live Size	Bleed
Full Page	7 1/2" x 10 1/4"	8 1/4" x 11"
2/3 Vertical	4 3/8" x 9 1/2"	5 1/8" x 11"
1/2 Horizontal	6 1/2" x 4 1/2"	8 1/4" x 5 9/32"
1/2 Island	4 1/4" x 6 1/2"	n/a
1/2 Vertical	3 1/4" x 9 1/2"	4" x 11"
1/3 Vertical	2 1/8" x 9 1/2"	n/a
1/3 Square	4 3/8" x 4 1/4"	n/a
1/4 Vertical	3 1/4" x 4 5/8"	n/a
1/6 Vertical	2 1/8" x 4 1/4"	n/a

Trim Size 8 x 10 3/4"



BLACK & WHITE

	1X	3X	6X	12X	18X	24X	48X
Full-Page	\$9,520	\$9,135	\$8,755	\$7,995	\$7,805	\$7,615	\$7,045
2/3 Page	\$8,460	\$8,125	\$7,780	\$7,105	\$6,935	\$6,765	\$6,260
1/2 Page	\$7,140	\$6,855	\$6,565	\$5,995	\$5,850	\$5,710	\$5,280
1/3 Page	\$5,290	\$5,075	\$4,860	\$4,440	\$4,335	\$4,230	\$3,910
1/4 Page	\$4,165	\$3,995	\$3,830	\$3,500	\$3,415	\$3,330	\$3,080
1/6 Page	\$2,910	\$2,790	\$2,675	\$2,440	\$2,385	\$2,325	\$2,150

All rates are gross—Deduct 15% for net pricing

Color Charge One Page: \$1,560 **Spread:** \$2,600

SPREADS

Spreads cost twice the single page rate. Same color charges apply.

PREMIUM POSITION RATES

Back Cover	Earned rate plus 20%
Covers 2 & 3	Earned rate plus 15%
Guaranteed Positions	Earned rate plus 10%

Please call for pricing on PMS colors, inserts, polybags, etc.

Combination rates for T.H.E. Journal and Campus Technology are available. Please contact your sales representative for details.

eMedia Rates

ENEWSLETTERS	728 x 90	336 x 280	160 x 600	Text Ad
T.H.E. News Update 45,000 distribution	\$3,300	\$3,300	\$3,300	\$1,140
T.H.E. Smart Classroom 35,000 distribution	\$2,885	\$2,885	\$2,885	\$1,140
School Security 36,000 distribution	\$2,575	\$2,575	\$2,575	\$1,545
Collaboration 2.0 40,000 distribution	\$2,575	\$2,575	\$2,575	\$1,140
T.H.E. Focus 45,000 distribution, single sponsor, custom newsletter			\$4,500	

eMedia Sponsorships

www.thejournal.com

Unit	Position	CPM
728 x 90	ROS	\$68
160 x 600	ROS	\$68
336 x 280	ROS	\$68
Text link	ROS	\$21
Dog Ear	Targeted	\$4,000 / mo.
Ticker	Targeted	\$5,000 / mo.

Contact your sales representative for impression guarantees.

Lead Generation Opportunities

Opportunity	Rate
Custom Webinar	\$19,500
Virtual Summits & Events	Call for details
Microsite Learning Center Basic Package	\$5,000 / mo.
Custom Article for Microsite Learning Center	\$2,500
Podcast Service	\$4,500
Vendor-Supplied Whitepaper on THEJournal.com	\$2,500 / mo.
Customer Whitepaper – 8 pgs	\$10,000
Customer Whitepaper – 10 pgs	\$12,500
Customer Whitepaper – 12 pgs	\$15,000
Custom Survey	Call for details

Contact your sales representative for details.