2010 editorial calendar

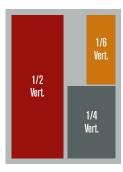|	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FEATURES				Green Issue / Harvey Ad-Q Study		InfoComm Issue	CT Conference Issue	Innovators Issue		Anniversary Issue		
	Portals	Tools for Alumni Relations, Fundraising	Identity and Access Management	Collaboration Tools	ERP Integration	Faculty Resistance	IT Support for eLearning Programs	2010 CT Innovators Awards	ePortfolios and Student Assessment	Web 2.0 and Social Networking	Library/Media Services	Retention
	Disaster Recovery & Business Continuity	Students' Technology Expectations	Gaming Technology	Green Facilities	Digital Repositories	New Learning Spaces	Learning Management Systems	Tech Refresh	Business Intelligence	Open Source	Learning from Corporate and Government IT	SaaS, Cloud Services
	IT Leadership: Role of the CIO	Lecture Capture	Funding High-Performance Computing	eTextbooks	Cutting-Edge IT on a Budget	InfoComm Floor Shopper	Student Lifecycle Management	Technology and Workforce Readiness	Outsourcing	Mobile Devices	Incubator Classrooms	*Special Section: To be determined*
COLUMNS	Networking: Convergence	IT Leadership: Supporting Innovation	Community Colleges Special	Green Tech: Recycling IT Equipment	eLearning: Web 2.0 Tools	Community Colleges Special	IT Directions: ThePersonal Web	Networking: Wireless Trends	IT Directions: Vendor User Groups	Security: Network/Data Security	Community Colleges Special	IT Directions: Globalization
	eLearning: Training/Supporting Online Faculty	Security: Malware and Other Threats	IT Directions: Open Education	Hardware & Software: Virtualization	IT Leadership: Mentoring	Green Tech: Printers & Print Management	Hardware & Software: Presentation Tools	Digital Learning Spaces: Laptops/Tablets/Netbooks	Hardware & Software: Geospatial Tech	eLearning: Retention	Hardware & Software: Digital Signage	The Web: Student Services
	Hardware & Software: Digital Imaging	Business Intelligence: Campuswide Reporting	Digital Learning Spaces: Smart Phones	The Web: eCommerce	Security: Physical Security	Digital Learning Spaces: Projectors	IT Leadership: What Higher Ed can learn from K-12	The Web: Customized Advising & Counseling	IT Leadership: Professional Development	Green Tech: Sustainability	Networking: IP Communications	
BONUS DISTRIBUTION						InfoComm10	CT 2010			Educause		

Editorial close is three months prior to issue date. See PR Guidelines on www.campustechnology.com.
Calendar subject to change.

2010 RATE CARD

Digital Advertising Specifications

	Live Size	Bleed
Full Page	7½" x 10¼"	8¼" x 11"
2/3 Vertical	4⅜" x 9½"	5⅛" x 11"
1/2 Horizontal	6½" x 4½"	8¼" x 5⁵⁄₃₂"
1/2 Island	4¼" x 6½"	n/a
1/2 Vertical	3¼" x 9½"	4" x 11"
1/3 Vertical	2⅛" x 9½"	n/a
1/3 Square	4⅜" x 4¼"	n/a
1/4 Vertical	3¼" x 4⅝"	n/a
1/6 Vertical	2⅛" x 4¼"	n/a
Trim Size	**8" x 10¾"**	

Black & White

Black & White	1X	3X	6X	12X	18X	24X	48X
Full Page	$8,740	$8,390	$8,040	$7,345	$6,990	$6,640	$6,465
2/3 Page	$7,765	$7,460	$7,150	$6,525	$6,215	$5,905	$5,745
1/2 Page	$6,555	$6,295	$6,030	$5,510	$5,240	$4,980	$4,850
1/3 Page	$4,855	$4,660	$4,465	$4,080	$3,885	$3,690	$3,595
1/4 Page	$3,825	$3,675	$3,520	$3,215	$3,060	$2,910	$2,830
1/6 Page	$2,675	$2,565	$2,460	$2,245	$2,135	$2,030	$1,975

All rates are gross–Deduct 15% for net pricing

Color Charge

	One Page	Spread
	$1,560	$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 *Campus Technology* and *T.H.E. Journal* are available. Please contact your sales representative for details.

eMedia Rates

eNewsletters	728x90	336x280	160x600	Text Ad
News Update (40,000 distribution)	$2,985	$2,985	$2,985	$1,135
IT Trends (15,000 distribution)	$2,885	$2,885	$2,885	$1,315
Smart Classroom (24,000 distribution)	$1,850	$1,850	$1,850	$1,135
C-Level View (12,000 distribution)	$1,650	$1,650	$1,650	$1,100
Campus Security (27,000 distribution)	$2,370	$2,370	$2,370	$1,545 (Product Ad)
Web 2.0 (35,000 distribution)	$3,090	$3,090	$3,090	$1,440
Campus Technology Focus	$4,500			

(35,000 distribution) single sponsor, custom newsletter

eMedia Sponsorhsips:
www.campustechnology.com

Unit	Position	CPM
728 x 90	ROS	$75
336 x 280	ROS	$75
160 x 600	ROS	$75
Text link	ROS bottom	$36
Dog Ear	Targeted	$4,000 / mo.
Ticker	Targeted	$6,000 / 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 CampusTechnology.com	$2,500 / mo.
Custom Whitepaper – 8 pgs	$10,000
Custom Whitepaper – 10 pgs	$12,500
Custom Whitepaper – 12 pgs	$15,000
Custom Survey	Call for details

CAMPUS TECHNOLOGY 1105 MEDIA Education Group