



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE/JULY	AUGUST	SEPTEMBER	OCTOBER	NOV/DEC
Features			Harvey Ad-Q Study Green Issue		ISTE Issue			Harvey Ad-Q Study	
FETC Issue Virtual Worlds and Immersive Learning	Robotics in Education	Innovative Ed Tech Programs	Special Green Sections	Measuring Teacher Effectiveness	The Evolution of the Whiteboard	IP-Based Security Systems	Textbooks and the Digital Transition	Tech for Student-Centered Learning	Top Technologies to Watch in 2012
Fighting Data Security Threats	Effective Pilot Programs	Tech Skills Employers Want	Special Green Section	High-Tech ELL Labs	Collaboration in the Cloud	New Uses for Social Media	Longitudinal Data Systems	Open Source Licensing	1-to-1 Implementations
Columns									
e-Learning: Anti-Plagiarism Technologies	Mobility: Mobile Education Apps	Security: Mass Notification	Special Green Section	Security: Visitor Registration and Access Control	e-Learning: Vetting Web Content	Professional Development: Mobile PD	e-Learning: Project-Based Learning	Mobility: The Mobile Device of the Future	e-Learning: Assessment
Funding: e-Rate Update	Networking: Wireless Infrastructure	21st Century Classrooms: Online Research Tools	Special Green Section	21st Century Classrooms: Tech Organization and Storage	Funding: Creating STEM-Based Tech Plans	Networking: Time-Saving IT Apps	Funding: Tech for Marketing Your School	Networking: Data Migration	Mobility: Creating Mobile Apps
Admin Systems: Tools for Safety Compliance	e-Learning: Economic Literacy	Admin Systems: Automating Facilities Management	Networking: Unified Communications	Admin Systems: IT Lifecycle Management	Policy and Advocacy	21st Century Classroom: Sound Systems	Admin Systems: Tech for Substitute Management	21st Century Classroom: Assistive Technologies	Security: Cyberbullying
Professional Development: Top Tools for Educator PD	Expert Perspective	Policy and Advocacy	Expert Perspective	Mobility: Bring Your Own Laptop	Expert Perspective	e-Learning: Dropout Prevention	Expert Perspective	Policy and Advocacy	Expert Perspective
Product Focus									
Document Cameras	Laptops	Multi-Function Printers	Green Monitors	Next-Gen Projectors	Pico Projectors	Security Software	Classroom Collaboration Systems (SRS, IWBs)	Learning Management Systems	Handheld Devices
Bonus Distribution									
	FETC 2011 (Jan. 31-Feb. 3)	CoSN 2011 (Mar. 14-16)		SIIA (April 11)	InfoComm 2011 (June 11-17) ISTE 2011 (June 26-29)		EdNET (Sept. 25-27)	Educause (Oct. 18-21)	
Pitch by Oct. 1	Pitch by Nov. 1	Pitch by Dec. 1	Pitch by Jan. 3	Pitch by Feb. 1	Pitch by March 1	Pitch by May 2	Pitch by June 1	Pitch by July 1	Pitch by August 1

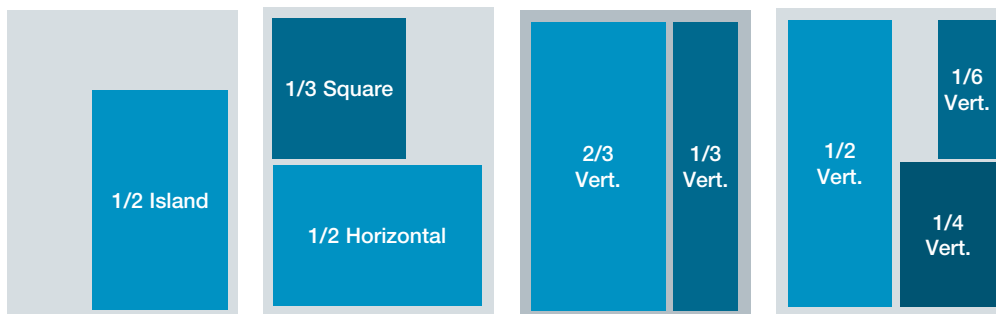


2011 RATE CARD



Digital Advertising Specifications

	Live Size	Bleed
Full Page	7½" x 10¼"	8¼" x 11"
2/3 Vertical	4¾" x 9½"	5⅝" x 11"
1/2 Horizontal	6½" x 4½"	8¼" x 5½"
1/2 Island	4¼" x 6½"	n/a
1/2 Vertical	3¼" x 9½"	4" x 11"
1/3 Vertical	2⅞" x 9½"	n/a
1/3 Square	4¾" x 4¼"	n/a
1/4 Vertical	3¼" x 4½"	n/a
1/6 Vertical	2⅞" x 4¼"	n/a
Trim Size	8" x 10¾"	



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	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

Newsletters	728x90	336x280	160x600	Text Ad
News Update (62,000 distribution)	\$3,300	\$3,300	\$3,300	\$1,140
T.H.E. Journal Insider (35,000 distribution)	\$2,885	\$2,885	\$2,885	\$1,140
Smart Classroom (45,000 distribution)	\$2,885	\$2,885	\$2,885	\$1,140
T.H.E. IT Trends (40,000 distribution)	\$2,885	\$2,885	\$2,885	\$1,140
School Security (50,000 distribution)	Call for details			
Collaboration 2.0 (45,000 distribution)	\$2,575	\$2,575	\$2,575	\$1,140
T.H.E. Focus	\$4,500			
(45,000 distribution) single sponsor, custom newsletter				

eMedia Sponsorships:

www.thejournal.com

Unit	Position	CPM
728 x 90	ROS	\$68
300 x 250	ROS	\$68
336 x 280	ROS	\$68
160 x 600	ROS	\$68
Text Link	ROS bottom	\$21
Dog Ear	Targeted	\$4,000 / mo.
Interstitial	Targeted	\$5,000 / 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.
Custom Whitepaper – 8 pgs	\$10,000
Custom Whitepaper – 10 pgs	\$12,500
Custom Whitepaper – 12 pgs	\$15,000
Custom Survey	Call for details

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