

2008

T · H · E
Journal™



**Editorial Calendar
& Rate Card**

2008 editorial calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
FEATURES			Harvey Ad-Q Study Issue					
Social Networking for Learning	Tech Support	CIOs and CTOs in the New IT Organization	English Language Learners	Administrative Systems/Student Info Systems	ePortfolios	SETDA	Media Centers	Good Digital Citizens
Podcasting	ASPs/Outsourcing	Assessment, Data-Driven Decision Making	Connecting with Parents	Security—Compliance with CIPA and Other Regulations	21st Century Skills	SETDA	1-to-1 Programs	K-12 and Higher Education Connections
Computer Forensics and Data Recovery	Virtual Worlds/MUVES	SIFA, Interoperability	Business Intelligence and Data Warehousing	Converged Devices	Learning Communities for Teachers and for Students	SETDA	Holding Technology Accountable for Its Impact on Learning	Disaster Recovery
FOCUS COLUMNS								
Facilities: Designing for 21st Century Learners	Policy & Advocacy	Hardware/Software: Laptops and Tablets	Networking: Optimizing Infrastructure on a Shoestring	eTesting	Policy & Advocacy	SETDA	Policy & Advocacy	Facilities: Green Facilities
Mobility: Wireless Cities	21st Century Classroom: Digital and Document Cameras	eLearning: Collaboration	Mobility: 1-to-1 Mobile Projects	21st Century Classroom: Digital Storytelling	eLearning: Course and Learning Management Systems	SETDA	21st Century Classroom: The Latest in Projectors	Mobility: Supporting 1-to-1 Programs
Funding: PR Campaigns for Tech	Networking: Modernizing Legacy Systems	Professional Development: Just-in-Time Training and Professional Development	Funding: Textbooks vs. Technology	Open Source: Content	Professional Development: Blogs and Wikis as Professional Development Tools	SETDA	Funding: Using Federal Funds for Technology	Open Source: Applications
Web 2.0: User-Created Materials in the Classroom	Security (Physical): Emergency Response Systems	Digital Content: Copyright and Other Legal Concerns	Web 2.0: Moodle	Security (Data): Cyber-Bullying and Other Dangers to Kids	Digital Content: In the Core Content Areas	SETDA	Web 2.0: Student-Built Sites	Security (Privacy): Identity Management
Pitch by Oct. 1	Pitch by Nov. 1	Pitch by Dec. 3	Pitch by Jan. 1	Pitch by Feb. 1	Pitch by March 3	Pitch by April 1	Pitch by May 1	Pitch by June 2
Ad Close: Dec. 7	Ad Close: Jan. 8	Ad Close: Feb. 8	Ad Close: March 12	Ad Close: April 8	Ad Close: May 9	Ad Close: June 10	Ad Close: July 9	Ad Close: Aug. 11
SUPPLEMENT: FETC Product Showcase					SUPPLEMENT: Green Technologies			
Pitch by Sept. 1					Pitch by Feb. 1			
BONUS DISTRIBUTION								
FETC	TCEA	CoSN			InfoComm NECC	Government Leaders Campus Technology 2008		EdNet

2008 RATE CARD

OCTOBER NOVEMBER DECEMBER

Harvey Ad-Q Study Issue		
Project-Based/ Collaborative Learning	Blogs and Wikis	T.H.E Journal Technology Innovators 2008
Storage Devices and Policy	VoIP: Cost/ Benefit Analysis	T.H.E Journal Technology Innovators 2008
Assistive Technology	Community Partnerships	Gaming
Networking: Email for Students	Policy & Advocacy	Hardware/Software: Student Response Devices (Clickers)
Funding: Grants, Foundations, and Other Sources	21st Century Classroom: The Visual Classroom	Facilities: Technology for Facilities Management
Hardware/Software: Server Virtualization	Open Source: Interoperability/ Governance	Professional Development: School and District Models
Web 2.0: Animation	Digital Content: Teacher-Created Content	Security: Merging Data and Physical Security
Pitch by July 1	Pitch by Aug. 1	Pitch by Sept. 1
Ad Close: Sept. 12	Ad Close: Oct. 10	Ad Close: Nov. 7
SUPPLEMENT: Security		
Pitch by June 2		
T+L CUE-FETC Campus Technology Fall 2008	AEP SIA	

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 3/4" x 5 1/2"
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

	1X	3X	6X	12X	18X	24X	48X
Full-Page	\$9,332	\$8,959	\$8,585	\$7,838	\$7,652	\$7,466	\$6,906
2/3 Page	\$8,295	\$7,963	\$7,630	\$6,968	\$6,802	\$6,635	\$6,138
1/2 Page	\$6,999	\$6,719	\$6,439	\$5,879	\$5,739	\$5,598	\$5,179
1/3 Page	\$5,184	\$4,976	\$4,767	\$4,354	\$4,250	\$4,148	\$3,836
1/4 Page	\$4,083	\$3,919	\$3,756	\$3,430	\$3,347	\$3,266	\$3,020
1/6 Page	\$2,851	\$2,737	\$2,623	\$2,395	\$2,338	\$2,282	\$2,110

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 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	Product Ads
T.H.E. News Update 45,000 distribution	\$3,200	\$3,200	N/A
T.H.E. Smart Classroom 35,000 distribution	\$2,800	\$2,800	N/A
School Security 36,000 distribution	\$2,500	\$2,500	\$1,500

T.H.E. Focus

45,000 distribution, Single sponsor, custom newsletter \$4,100

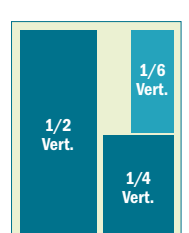
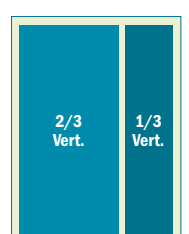
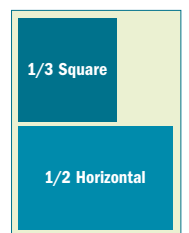
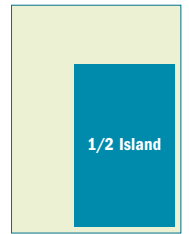
Website Banner Ads and Text Links

www.thejournal.com

Unit	CPM
728 x 90	\$68
160 x 600	\$68
336 x 280	\$68
Text link	\$21

Contact your sales representative for impression guarantees.

Custom webinars, white papers, and microsites drive lead generation and increase ROI. Contact your sales representative for details.



2007 Advertisers



3Com
3M
8e6 Technologies
aal
Absolute Software Corp.
ACMA
Adobe
ADT Security Services
AdvancED
AG Neovo
Alcatel Lucent
AMAX
AMD
American Education Corporation
AOL
Apple
AppStream
Aruba Wireless Networks
Atomic Learning
ATT
Audio Enhancement
Autodesk
Barix AG
Best Buy
Blackbaud

Blue Coat Systems
Brother International
Burstek
Bytes of Learning
Califone
Canon
Capella University
CDW-G
Classic Networking Inc.
Compass Learning
Corel
CrossTec Corp.
CTB McGraw-Hill
Deep Nines Technologies
Dell Computer
Desire2Learn
 DeVry University
Discovery Ed/
United Learning
eClassroom
ELMO
Epson
ETS
Excelsior
Films Media
Fortinet
Fortres Grand
Gateway
Glencoe/ McGraw-Hill
Hewlett Packard
Hitachi America Ltd.
Hitachi Software
IBM
ImageNow by
Perceptive Software
InFocus
Jackson Software
Konica Minolta
Kurzweil
Lego Education

Lenovo
LG Electronics
LodeStar Learning Corp.
Lumens
Maximus
Merit Software
Messageyou
Mitsubishi Digital Electronics
National School Boards Assn.
NComputing
NEC Display
NetSupport
Novell
Numonics Corp.
ON Course
Oracle Think.com
Panasonic
Parallels, Inc.
PBS
PC Mall Gov
Pearson Assessments
Penn State University
Plato Learning
Renaissance Learning
RISO
Riverdeep
RM Educational Software
rSmart
Samsung
Sanyo Fisher USA
SchoolNet
Sharp
SMART Technologies
Sonic Foundry
Sony
Sony Electronics
Sony Media
Sony Media Software

Spectrum Furniture
St. Bernard Software
Stand Up and Educate
Stenhouse Publishers
Stratasys/Dimension
3D Printing
TeachingBooks.net
Tech4Learning
Techsmith
Tetra-Data
Texas Instruments
The Princeton Review
Thrinkronize/Nettrekker
Toshiba
TrailBlazer Systems
Trapeze Networks
Troxell
Unicom
Verizon
Video Insight
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Walden University
Weidenhammer
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Xythos Software