# 2009 Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FEATURES</th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
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<tbody>
<tr>
<td><strong>FEATURES</strong></td>
<td>Project Management: IT Purchasing Budget Plan</td>
<td>Digital Asset Management/Rights</td>
<td>Mobility</td>
<td>eCommerce and Campus Cards</td>
<td>Disaster Recovery/Business Continuity</td>
<td>Governance, Organization and Leadership</td>
<td>Furnishings/Equipment for Presentation and Collaboration Environments/Flex Learning Spaces</td>
<td>Projection/Display Advancements</td>
<td>2009 CT Innovators Awards</td>
<td>Location-Aware Devices and Ubiquitous Computing</td>
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<td></td>
<td>Virtual/Immersive Learning Environments</td>
<td>Web 2.0 Meets Student Services</td>
<td>Technology and the Community College</td>
<td>Technology and the ‘Green’ Campus</td>
<td>Administrative Technology Advancements</td>
<td>Digital Signage</td>
<td>Mobile Learning Design</td>
<td>2009 CT Innovators Awards</td>
<td>Hi-Performance Computing/Computing for Research</td>
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<td><strong>FOCUS</strong></td>
<td>Project Management: IT Purchasing Budget Plan</td>
<td>Project Management: Campuswide Reporting and Data Visualization</td>
<td>eLearning: Remote Collaboration</td>
<td>eTextbooks</td>
<td>Tech Refresh</td>
<td>Converged and Integrated Networks</td>
<td>Laptops/Tablets/Handheld Devices/Smartphones</td>
<td>Consulting and Managed Services</td>
<td>Wireless Networks</td>
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**Pitch by:**
- Oct. 1
- Nov. 3
- Dec. 1
- Jan. 1
- Feb. 1
- March 2
- April 1
- May 1
- June 1

**Ad Close by:**
- Dec. 1
- Dec. 31
- Jan. 26
- Feb. 22
- March 29
- April 27
- May 26
- June 28
- July 28

**BONUS DISTRIBUTION**
- FETC
- League for Innovation
- InfoComm
- Campus Technology 2009

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

Calendar subject to change.
## 2009 RATE CARD

### Digital Advertising Specifications

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### Color Charge

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### 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

- **News Update** (40,000 distribution) $2,985
- **IT Trends** (15,000 distribution) $2,885
- **Smart Classroom** (24,000 distribution) $1,850
- **C-Level View** (12,000 distribution) $1,650
- **Campus Security** (27,000 distribution) $2,370
- **Web 2.0** (35,000 distribution) $3,090

- **Campus Technology Focus** (35,000 distribution) Single sponsor, custom newsletter $4,500

### Online Banner Ads and Text Links:

- **Unit** | **CPM**
  - 728 x 90 | $75
  - Top text link | $75
  - 160 x 600 | $75
  - 336 x 280 | $75
  - Text link | $36

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.
2008 Advertisers

3Com
3LCD
ABBYY Software House
Absolute Software
Adobe Systems
ADT Security Services
Advantiv
AirMagnet
Akiva
Aladdin
Alpha Technologies
Amcom Software
Anystream/Echo 360
AT&T
Atempo
Atomic Learning
Avermedia Technologies
Azorus
Berkeley Data Systems
Blackboard
Blue Coat Systems
Bluebeam Software
Bluesocket
Canon USA
CDW-G
Cellular Specialties
Cisco Systems
ClearOne
Cooper Notification
Course Advisor
Da-Lite Screen Co.
Datatel
Dell Computer
Dell Everdream
Digital Identification
E&I Cooperative Purchasing
eCollege
EdMap
einstruction
Epson
eSentia
Fujitsu Computer Products
Google
GovConnection
Harbingers Group
Hewlett-Packard
Hitachi ID Systems
Higher One
IBM
Identity Engines
Image Now by Perceptive Software
INetU Managed Hosting
IronPort Systems
Jenzabar
Juniper Networks
League for Innovation
Lenovo
LG Electronics
LogMeIn
Lumens Integration
Mediatech
Meru Networks
Microsoft
NEC Display Solutions
NEOUCOM
NetOp Tech
NetSupport
NTR Global
OmniUpdate
Oracle
Panasonic Projectors
Parature
PC Mall Gov
Plato Learning
Procura Networks
Qwizdom
Ready2Net
Research in Motion
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Ruckus Wireless
SABA Software
Samsung Opto-Electronics
SANS
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Sedao
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Trapeze Networks
Tripp Lite
University of Louisville
Verizon Wireless
Video Insight
WebEx Communications
WebStudy
Whelen Engineering
Company
Xythos Software
Zebra Technologies