

2009

CAMPUS TECHNOLOGY



Editorial Calendar
& Rate Card

2009 editorial calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
FEATURES			Harvey Ad-Q Study Issue		InfoComm Issue	CT Conference Issue		
Digital Asset Management/Rights	Mobility	eCommerce and Campus Cards	Disaster Recovery/Business Continuity	Governance, Organization and Leadership	Furnishings/Equipment for Presentation and Collaboration Environments/Flex Learning Spaces	Projection/Display Advancements	2009 CT Innovators Awards	Location-Aware Devices and Ubiquitous Computing
Virtual/Immersive Learning Environments	Web 2.0 Meets Student Services	Technology and the Community College	Technology and the 'Green' Campus, Part 1	Administrative Technology Advancements	Digital Signage	Mobile Learning Design	2009 CT Innovators Awards	Hi-Performance Computing/Computing for Research
PLEs/ePortfolios/Worldware and Live Assessment	Exclusive! Spring Purchasing Preview: Hardware Products on the Edge	Tools for Advancement/Development	IP Communication Technologies	Technology and the 'Green' Campus, Part 2	Classroom/Lecture Capture	Portals	2009 CT Innovators Awards	Virtual/Immersive Learning Environments
					Exclusive! Infocomm Floor Shopper: Next-Gen Presentation/Display	Exclusive! Fall Purchasing Preview: Software Products on the Edge		
FOCUS								
Project Management: IT Purchasing Budget Plan	Project Management: Campuswide Reporting and Data Visualization	Your Career: People, Politics, and Internal Marketing	21st Century Classroom: Audio/Video Advancements	Project Management: Tech Refresh	Networking: Converged and Integrated Networks	Hardware/Software: Laptops/ Tablets/ Handheld Devices/ Smartphones	Your Career: Pet Projects vs. User Resistance	Networking: Wireless Networks
21st Century Classroom: Display/Presentation	IT Funding/Finance: IT Training/ Help Desk	Networking: Centralized Presentation Control	Security/Privacy: Tech Integration and Security Issues	IT Funding/Finance: Cutting-Edge IT on a Budget	Your Career: IT Pros to Model By	21st Century Classroom: Learning/Scheduling Management Systems: Open vs. Proprietary	eLearning: Tools and Strategies for Instructional Design	The Web: Customized Recruiting and Counseling
Your Career: The CSO/CISO	IT Directions: Online Advising		eLearning: Remote Collaboration	The Web: eCommerce/ Tuition Payment	Hardware/Software: 'Green' Servers/ Data Centers	Security/Privacy: Hack-Proofing	Hardware/Software: Personal Response Systems, Polling	eLearning: Synchronous Online Learning
				IT Directions: eTextbooks				
Pitch by Oct. 1	Pitch by Nov. 3	Pitch by Dec. 1	Pitch by Jan. 1	Pitch by Feb. 2	Pitch by March 2	Pitch by April 1	Pitch by May 1	Pitch by June 1
Ad Close: Dec. 1	Ad Close: Dec. 21	Ad Close: Jan. 26	Ad Close: Feb. 22	Ad Close: March 29	Ad Close: April 27	Ad Close: May 26	Ad Close: June 28	Ad Close: July 28
BONUS DISTRIBUTION								
FETC		League for Innovation			InfoComm	Campus Technology 2009		

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

OCTOBER NOVEMBER DECEMBER

Harvey Ad-Q Study Issue

Top Ten IT Issues for 2010

PLEs/ePortfolios/
Worldware and Live Assessment

IT Application Services: Google, Microsoft, and More

Procurement Tools and Consortia

Networking: Bandwidth Management

The Web: Webcasting/Podcasting

Hardware/Software: Printers

IT Directions: Auxiliary Services

Your Career: Best Strategies for Training and Mentoring

Project Management: Using Wikis for PM

21st Century Classroom: Learning Commons and Digital Commons

Pitch by July 1

Pitch by Aug. 3

Ad Close: Aug. 26

Ad Close: Sept. 26

Ad Close: Oct. 26

EDUCAUSE, League for Innovation

SIIA

2009 BEST OF CT ONLINE

2009 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 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"

	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

\$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 *Campus Technology* and *T.H.E. Journal* are available. Please contact your sales representative for details.

eMedia Rates

eNewsletters

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

(35,000 distribution) Single sponsor, custom newsletter

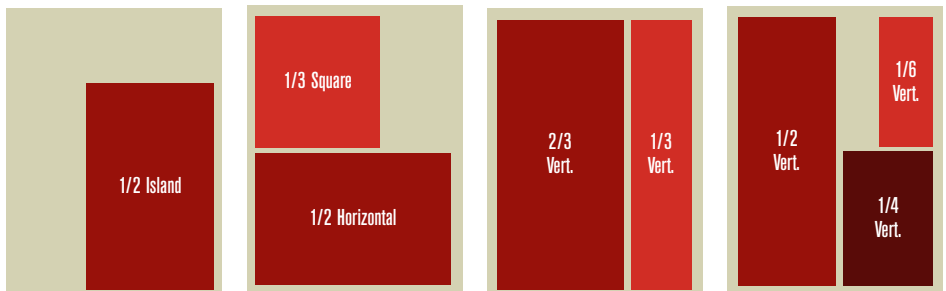
Online Banner Ads and Text Links:

www.campustechnology.com

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



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SANS

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WebStudy

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