

2009

T · H · E
Journal™



Editorial Calendar & Rate Card

2009 editorial calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE/JULY	AUGUST	SEPTEMBER
FEATURES			Harvey Ad-Q Study Issue				
Gaming—How Far Have We Come Since Mathblaster?	Fighting Security Threats in the Application Layer	Technology's Effect on Learning	Safe Approaches to Social Networking	Technology Professional Development for Administrators	Scaling Up Successful Beta Projects	Vodcasts and Live Streaming	Growing and Sustaining a 1-to-1 Program
Engaging Students in STEM	Using Artificial Intelligence for Assessment	Green Technologies	New Developments in Virtual Schools	Virtualization	SETDA Update	School Modernization and Construction	Outsourcing for Tech and User Support
Ed Tech in Latin America	Data Warehousing and BI Begin to Scale	The Latest in Curriculum Management Systems	Software as a Service	Using Technology to Support RTI	Digital Content	Going Beyond The Promise—Implementing SIF	ELL
FOCUS COLUMNS							
21st-Century Classroom: The Visual Classroom	e-Learning: Credit Recovery	Facilities: Green Facilities Management	Networking: Archiving E-Mail	Funding: Title I and Technology	e-Learning: SES Programs	Mobility: Taking Computers Home	Security: Combating Cyberbullying
Mobility: New Uses for Handheld Devices	Funding: A Tale of Two Budgets	Profile	Professional Development: Customizing PD	Profile	Open Source: Instructional Applications	Profile	Professional Development: Building Preservice and In-Service Connections
Profile	Product: Electronic Whiteboards						
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 May 1	Pitch by June 1
Ad Close: Dec. 3	Ad Close: Jan. 6	Ad Close: Feb. 2	Ad Close: March 10	Ad Close: April 7	Ad Close: May 5	Ad Close: July 7	Ad Close: Aug. 4
BONUS DISTRIBUTION							
FETC	TCEA	CoSN		SIIA	InfoComm NECC SETDA		EdNet

OCTOBER **NOVEMBER/DECEMBER**

**Harvey Ad-Q
Study Issue**

Web 2.0
Connecting
the World

Using e-Portfolios
in Assessment

Security—Biometrics

Virtual Communities
for Teachers

Student Appliances

Assistive and
Adaptive Devices

e-Learning:
Targeting Rural
Schools

e-Learning:
Videoconferencing
and Telepresence

Profile

Security:
Filtering and
CIPA Update

Pitch by July 1

Pitch by Aug. 3

Ad Close: Sept. 8

Ad Close: Oct. 6

2009 RATE CARD

Digital Advertising Specifications

	Live Size	Bleed
Full Page	7 ½" x 10 ¼"	8 ¼" x 11"
2/3 Vertical	4 ⅜" x 9 ½"	5 ½" x 11"
1/2 Horizontal	6 ½" x 4 ½"	8 ¼" x 5 ½"
1/2 Island	4 ¼" x 6 ½"	n/a
1/2 Vertical	3 ¼" x 9 ½"	4" x 11"
1/3 Vertical	2 ⅞" x 9 ½"	n/a
1/3 Square	4 ⅜" x 4 ¼"	n/a
1/4 Vertical	3 ¼" x 4 ⅝"	n/a
1/6 Vertical	2 ⅞" x 4 ¼"	n/a

Trim Size **8 x 10 ¾"**

	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 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	Text Ad	Product Ad
T.H.E. News Update 45,000 distribution	\$3,300	\$3,300	\$1,140	
T.H.E. Smart Classroom 35,000 distribution	\$2,885	\$2,885	\$1,140	
School Security 36,000 distribution	\$2,575	\$2,575	N/A	\$1,545
Collaboration 2.0 40,000 distribution	\$2,575	\$2,575	\$1,140	
Classroom Tools & Tips 15,000 distribution	\$515	\$515	\$515	

T.H.E. Focus
45,000 distribution, Single sponsor, custom newsletter \$4,500

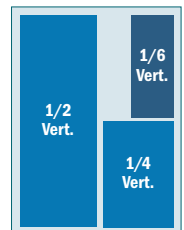
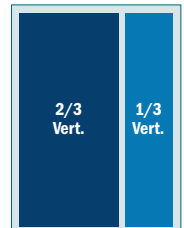
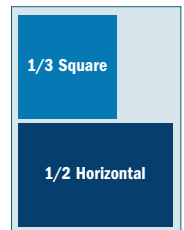
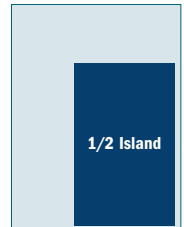
Online Banner Ads and Textlinks

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.



2008 Advertisers



3Com
3LCD
3M Visual Systems Division
Se6 Technologies
Absolute Software
Adobe Systems
ADT Security Services
Aiphone
AirMagnet
Akiva
Aladdin
Amcom Software
American Education Corp.
Anystream/Echo 360
AT&T
Atomic Learning
Azden
Azorus
Berkeley Data Systems
Best Buy Gov
Blackboard
Blue Coat Systems
Bluebeam Software
Bluesocket

BrainPop
Brother International
ByteSpeed
Califone
Canon USA
CDW-G
Cellular Specialties
Cisco Systems
Course Advisor
CTB/McGraw Hill
Datatel
Defined Mind
Dell Computer
Dell Everdream
Desire2Learn
DeVry University
Discovery Education/
United Learning
DyKnow
E&I Cooperative Purchasing
eCollege
EdMap
Epson
eSentia
eSoft
e-Storm
Faronics Technologies
Follett Digital Resources
Fujitsu Computer Products
Google
GovConnection
Harbingers Group
Hewlett-Packard
Higher One
IBM
IctQatar
Identity Engines
Image Now
by Perceptive Software
IronPort Systems
Jenzabar
Juniper Networks
K12
LanSchool Technologies
Learning.com
Lenovo
LG Electronics
LogMeIn
Lumens Integration
Mediatech
Merit Software
Meru Networks
Microsoft
MoodleRooms
NComputing
NEC Display Solutions
NEOUCOM
NetOp Tech
NetSupport
netTrekker/Thinkronize
NTR Global
OmniUpdate
Oracle
Panasonic PCSC
Parallels
Parature
PC Mall Gov
Pearson School Systems
Pennsylvania State Univ.
Plato Learning
Procera Networks
Projector Lamp Services
Promethean
Qwizdom

RM Education
rSmart
Ruckus Wireless
Saba Software
Samsung
Samsung Opto-Electronics
SANS
Sanyo Fisher USA
SchoolDude.com
Sedao
Sharp Electronics
SMART Technologies
Spectrum Industries
Sprint
St. Bernard Software
Stratasys/Dimension
Sun Microsystems
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The Higher Education Web
Time Warner Telecom
TimeCruiser
Toshiba
Trapeze Networks
Tripp Lite
University of Illinois
University of Louisville
Verizon Wireless
Video Insight
Voyager Expanded Learning
WebEx Communications
Weidenhammer
Xythos Software