Editorial Calendar
& Rate Card
# 2009 editorial calendar

## FEATURES

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<th>AUGUST</th>
<th>SEPTEMBER</th>
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<tr>
<td>Gaming—How Far Have We Come Since Mathblaster?</td>
<td>Fighting Security Threats in the Application Layer</td>
<td>Technology’s Effect on Learning</td>
<td>Safe Approaches to Social Networking</td>
<td>Technology Professional Development for Administrators</td>
<td>Scaling Up Successful Beta Projects</td>
<td>Vodcasts and Live Streaming</td>
<td>Growing and Sustaining a 1-to-1 Program</td>
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<td>Using Artificial Intelligence for Assessment</td>
<td>Green Technologies</td>
<td>New Developments in Virtual Schools</td>
<td>Virtualization</td>
<td>SETDA Update</td>
<td>School Modernization and Construction</td>
<td>Outsourcing for Tech and User Support</td>
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<td>Ed Tech in Latin America</td>
<td>Data Warehousing and BI Begin to Scale</td>
<td>The Latest in Curriculum Management Systems</td>
<td>Software as a Service</td>
<td>Using Technology to Support RTI</td>
<td>Digital Content</td>
<td>Going Beyond The Promise—Implementing SIF</td>
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## FOCUS COLUMNS

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<tbody>
<tr>
<td>Mobility: New Uses for Handheld Devices</td>
<td>Funding: A Tale of Two Budgets</td>
<td>Profile</td>
<td>Professional Development: Customizing PD</td>
<td>Profile</td>
<td>Open Source: Instructional Applications</td>
<td>Profile</td>
<td>Professional Development: Building Preservice and In-Service Connections</td>
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<tr>
<td>Profile</td>
<td>Product: Electronic Whiteboards</td>
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## BONUS DISTRIBUTION

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<tr>
<td>FETC</td>
<td>TCEA</td>
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<td>SIIA</td>
<td>InfoComm</td>
<td>NECC</td>
<td>SETDA</td>
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Editorial close is three months prior to issue date. See PR Guidelines on www.thejournal.com.

Calendar subject to change.
2009 RATE CARD

Digital Advertising Specifications  | Live Size      | Bleed
---------------------------------|----------------|
Full Page                         | 7 ½" x 10 ½"  | 8 ¾" x 11.75"
2/3 Vertical                     | 4 ½" x 9 ½"   | 5 ½" x 11.75"
1/2 Horizontal                   | 6 ¼" x 4 ½"   | 8 ¾" x 5 ¾"
1/2 Island                       | 4 ¼" x 6 ½"   | n/a
1/2 Vertical                     | 3 ½" x 9 ½"   | 4" x 11"
1/3 Vertical                     | 2 ¼" x 9 ½"   | n/a
1/3 Square                       | 4 ¼" x 4 ¼"   | n/a
1/4 Vertical                     | 3 ⅛" x 4 ¾"   | n/a
1/6 Vertical                     | 2 ⅛" x 4 ¾"   | n/a

Trim Size                       | 8 x 10 ¼"

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
--------------|----------|----------
Black & White | $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
8e6 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
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Higher One
IBM
IctQatar

Identity Engines
Image Now
by Perceptive Software
IronPort Systems
Jenzabar
Juniper Networks
K12
LanSchool Technologies
Learning.com
Lenovo
LG Electronics
LogMeln
Lumens Integration
Mediatech
Merit Software
Meru Networks
Microsoft
MoodleRooms
NComputing
NEC Display Solutions
NEUCOM
NetOp Tech
NetSupport
netTrekker/Thinkronize
NTR Global
OmniUpdate
Oracle
Panasonic PCSC
Parallels
Parature
PC Mall Gov
Pearson School Systems
Pennsylvania State Univ.
Plato Learning
Procura Networks
Projector Lamp Services
Promethean
Quizdom

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
Talisma
Tegrity
Texas Instruments
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