

ABOUT/WEBSITE OVERVIEW

❖ **InternetatSchools.com** is the companion website for *Internet@Schools* magazine. InternetatSchools.com features breaking news, online research centers, and other school technology content. K–12 technology professionals can now get more *Internet@Schools* online! Users can also register for free on the website to receive additional web content, including an newsletter and access to the product reviews section.

Online Research Centers—Past articles/features are organized by the editorial team into easily accessed Research Centers, which are featured on the left-hand column of the webpage.

Internet@Schools Xtra—Registered users will receive *Internet@Schools Xtra*, the newsletter delivered biweekly, containing the latest industry news and product information in the K–12 technology marketplace.

Breaking News and More—Product and industry news announcements and Free Resources, plus Cool Links to ed tech stories online, and ITI CrossLinks to interesting stories in *Internet@Schools* magazine's sister publications

Product Reviews—Reviews written by school technology professionals; listings feature information on the latest internet-based school technology products.

Best of Internet@Schools—Certain free full-text sample articles will be available every month on the website.

❖ **InternetatSchools.com Online Research Center Topics**

- › Assessment
- › Association News, Initiatives, Alerts
- › Communications, Collaboration Tools
- › Curriculum Standards
- › Elementary Schools
- › Grants, Funding, Free Resources
- › Hardware
- › History and Social Studies Resources
- › Information Literacy, Research Strategies
- › Legislation/Policy
- › Math
- › No Child Left Behind
- › Online Databases, Resources, Reference Tools
- › Security
- › Streaming Media
- › Technology Integration
- › Tools and Cross-Curricular Resources
- › Trends, Research, Reports
- › Visual Learning
- › Web Searching
- › Wireless Technology
- › Language Arts
- › Library Automation
- › Middle Schools
- › Science
- › Professional Development
- › Projection & Presentation Systems

❖ **Audience**

InternetatSchools.com attracts K–12 educators who go to the website for the latest industry news and practical information to guide their decision-making about “internet-based” school technology.

CONNECT with K–12 library and school technology professionals ONLINE!

For more information on advertising in *Internet@Schools*, contact:

David Panara • Advertising Sales Manager, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055, (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infoday.com

WEB ADVERTISEMENT & RATE CARD 2012

» Ad Positions Available

AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
728x90 (Leaderboard)	30k	Top	10,000	\$75 CPM
468x60 (Top banner)	30k	Top	10,000	\$60 CPM
120x600 (Skyscraper)	30k	Right	10,000	\$75 CPM
125x125 (Tile)	30k	Left	10,000	\$60 CPM

Ad specifications:

All files must be in either .jpg, .gif or .swf format and must be no more than 30k in size.

» Enewsletter Sponsorship Opportunities:

Become the sponsor of the *Internet@Schools Xtra* email newsletter! Sponsorship gets your banner/descriptive text and link in front of more than 5,500 to 6,000 K-12 technology and media specialists, administrators, and educators who are interested in your product or service.

» Includes:

- » 75-word text description
- » 468x60 pixel web banner (.gif or .jpg)
- » linking URL

Internet@Schools Xtra Enewsletter Sponsorships

- | | Net Cost |
|------------------------|----------|
| » 1 issue sponsorship | \$350 |
| » 6 issue sponsorship | \$295 |
| » 12 issue sponsorship | \$255 |

*Internet@Schools Xtra
is now published
3x a month!*

» Additional Newsletter Opportunities:

- » **Internet@Schools Bulletin, A stand-alone email**
Cost: \$1,200

You provide HTML creative and subject line and we send it out on your behalf

CONNECT with K-12
library and school technology
professionals **ONLINE!**



» RESERVE YOUR SPACE TODAY!

For more information on any of these advertising opportunities, contact:

David Panara • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com