Dear Colleague:

Welcome to the 2017 Internet@Schools media kit.

As we track and cover ed tech news, new technologies, and trends for our K–12 educator audience as usual this year, we also continue our partnership with Information Today, Inc.’s Computers in Libraries magazine. Once again, all Internet@Schools subscribers will be receiving the five 2017 issues of Internet@Schools—January, March, May, September, and November—polybagged together with Computers in Libraries, AND they will receive the additional five 2017 issues of Computers in Libraries in I@Schools “off” months—15 magazines in place of five.

This gives our subscribers a whole package that’s decidedly bigger and better, given Internet@Schools’ focus on educators in the K–12 ed tech and library world, and Computers in Libraries’ focus on technologists, educators, and librarians in the public, higher-education, special, and corporate library worlds. We’re sure they will find the contents of Computers in Libraries to be of added interest and added value. And we are sure that you will find the same wider coverage presents you with broader advertising and marketing opportunities as well.

For our part, we aim again this year to point the way toward a tech.-enhanced educational environment in K–12 schools for our internet-savvy, information-hungry, technology-minded educator readers. As always, we’ll be speaking to the core issues for librarians, technologists, administrators, and other educators in every issue through our columnists, as well as through features that update the state of the art of technology-backed or internet-based educational and administrative tools and content. There are plenty of opportunities for direct coverage of your products and services, not only in our features— including the Tools for Learning roundup feature— but with our reviews as well. Contact me, the editor, to see where you might fit into our editorial coverage, in print or online. And be sure to send me news of product and service announcements and updates for posting on our Internet@Schools website.

We look forward to being a part of your advertising and marketing plans this year. If you have any questions about our editorial content or our readership, please contact me at your earliest convenience.

Regards,

David Hoffman
Editor, Internet@Schools magazine
hoffmand@infotoday.com

WHAT IS INTERNET@SCHOOLS?

Internet@Schools is a magazine with an accompanying website and enewsletter affiliated with two annual live conference tracks, Internet@Schools at Computers in Libraries and Internet@Schools at Internet Librarian.

Taken together, these media channels effectively target tech-savvy and tech-curious K–12 educators of all stripes. Our mission is to keep these educators informed on internet-related ed tech news, products, services, trends, and tactics that they need to accomplish their mission of preparing today’s students to become productive citizens in our increasingly technology-impacted world.

Internet@Schools content is drawn from practicing educators, including teachers, media and technology specialists, administrators, consultants and thought leaders, and industry insiders. Our writers approach their subjects from an insider’s vantage point, lending credibility and practicality to their writing.

Internet@Schools readers are drawn from the whole spectrum of K–12 education and include state-, district-, and school-level administrators; tech coordinators; media specialists; and classroom teachers, all united by their interest in technology as a tool for and facilitator of learning. As such, they all have input into the purchasing process, driving purchasing decisions for technology tools and services and for electronically delivered curriculum materials and administrative programs.

What You’ll Find in Internet@Schools magazine and on the Internet@Schools website:

› Feature articles that address a salient ed tech topic for each issue, including the Tools for Learning roundup of companies, products, and services relevant to the issue topic.
› Product reviews that succinctly evaluate the newest and best ed tech products and services
› Columnists who speak to the full range of K–12 ed tech issues, including Stephen Abram (The Pipeline), Mary Alice Anderson (The New Media Center), and Carolyn Foote (Idea Watch).
› Breaking news on products, services, issues, resources, and more, posted as it happens on the Internet@Schools website.
Internet@Schools Rate Card #23
Prices are quoted as four-color rates.

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*Bleeds are available for Full-Page, Full-Page Spread, and 1/2-Page Spread sizes only (15% extra charge for bleeds)

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**Advertising Regulations**
› A 15% commission is paid to recognized agencies.
› Advertisers using multi-buy rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
› All advertising is subject to the publisher’s approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
› Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

**Cancellations**
Cancellations must be made in writing 30 business days prior to material deadlines.
*Cover and premium positions are noncancelable.*

**Additional for Covers**
› 2nd cover $495
› 3rd cover $445
› 4th cover $545

**Special Positions**
A 20% premium will be charged for a specified page or position on the page.

**Color Ads (per page)**
› $1,195 for 4-color process

**Specifications**
Publication size is 8 1/4”wx10 7/8”d. Editorial pages are 3 columns wide. The magazine is printed by web offset, perfect bound.

**For more information please contact:**
David Panara
Advertising Sales Director
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com

**CLOSING DATES:**

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EDITORIAL CALENDAR 2017

JANUARY/FEBRUARY
› PROJECT-BASED LEARNING
› Engagement, Authenticity, and Collaboration
PLUS
› Product Reviews
› Regular Columnists
* Bonus Conference Distribution: American Library Association Midwinter (ALA)

MARCH/APRIL
› FOREIGN-LANGUAGE (AND ESL) TECH
› Reaching Out to the World
PLUS
› Product Reviews
› Regular Columnists
* Bonus Conference Distribution: Computers in Libraries ’17 (CIL), Association of College & Research Libraries (ACRL)

MAY/JUNE
› THE HANDS-ON HAND-HELD ISSUE
› Mobility, Flexibility, the Power of Access
PLUS
› Product Reviews
› Regular Columnists
* Bonus Conference Distribution: Medical Library Association (MLA), Association of Independent Information Professionals (AIIP)

SEPTEMBER/OCTOBER
› GAME-BASED EDUCATION
› Gaming the System … For the Good of Learning
PLUS
› Product Reviews
› Regular Columnists
* Bonus Conference Distribution: WebSearch University

NOVEMBER/DECEMBER
› THE MAKER MOVEMENT MATURERS
› 3D Printing, Serious Play, and Much More
PLUS
› Product Reviews
› Regular Columnists
* Bonus Conference Distribution: KMWorld, Enterprise Search and Discovery

The Common Core and Complex Texts
www.internetatschools.com
PRODUCTION REQUIREMENTS

Please identify material by name of advertiser, publication, and issue date.

We accept the following formats:

- Press Quality or PDF X-1a PDF files are preferred.
  - Fonts must be embedded
  - Set Wites to Knockout
  - Set black to overprint
  - RGB
  - Convert PMS to CMYK
  - PDFs must be in CMYK
  - 300 dpi images only
  - Flattened transparencies
  - Bleeds and crops included

- We can also accept High Resolution Macintosh format Photoshop TIFF files.
  - Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif)
- For proper sizing of your ad, please refer to the publication’s rate card.
- Add 1/4” on all sides for bleed.

File submission instructions:

- To upload files via the web:
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

- Submission on disc:
  - Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
  - Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

- Mail disc to:
  - Ad Trafficking Coordinator
  - Information Today, Inc.
  - 143 Old Marlton Pike
  - Medford, NJ 08055-8750
  - (800) 300-9868 • (609) 654-6266, ext. 130
  - Fax: (609) 654-4309
  - adsubmit@infotoday.com

Please identify material by name of advertiser and magazine issue.

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

David Panara, Advertising Sales Director • Information Today, Inc. • 143 Old Marlton Pike, Medford, NJ 08055
(609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
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 enewsletter delivered biweekly, containing the latest industry news and product information in the K–12 technology marketplace.

Breaking News and More—Get 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 are 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.

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. Internet@Schools is read by and written for library media and technology specialists, classroom teachers, building- and district-level administrators—the true technology decision makers in their schools. Internet@Schools provides these educators and their colleagues with practical information to improve achievement through the effective use of technology. Articles, columns, news, and product reviews are contributed by practicing educators who use new technologies in the classroom, media center, and administrative offices. Internet@Schools is a paid-circulation publication. The typical Internet@Schools subscriber shares his/her copy with at least two other educators. The total readership is approximately 7,500 per issue.

Internet@Schools subscribers have a great deal of influence on the purchase of products and services for their organizations.

94% of Internet@Schools subscribers are involved in some way in the purchasing process, including three in five who either authorize purchases or select the products.

87% of Internet@Schools readers indicated their school districts plan to include technology-related products in their upcoming budgets.

77% of Internet@Schools readers have used magazine ads in the last 12 months as a source to obtain product information.

57% of Internet@Schools readers took some type of action as a result of seeing advertisements.

The typical reader spends 47 minutes reading or looking through an issue and refers to each issue two times before he/she is finished with it.

40% of Internet@Schools recipients do not receive any other industry publication.

Internet@Schools readers include

Directors/teachers, department chairs
District/school administrators
Directors of A/V media service
Directors of technology/technology coordinators
Library media specialists
WEB ADVERTISEMENT & RATE CARD 2017

Ad positions available

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Ad specifications:
All files must be in either GIF, Animated GIF, JPG, PNG, or HTML5 format. We no longer accept Flash (.SWF) creatives.

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 3,400 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

Additional enewsletter opportunities:
› Internet@Schools Bulletin, a standalone email
  Cost: $995
  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!

For more information on any of these advertising opportunities, contact:
David Panara • Advertising Sales Director • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
MORE OFFERS AND OPPORTUNITIES

ENESLETTERS

*NewsLink* is a free email newsletter designed by Information Today, Inc. (ITI) to highlight the information that users and producers of information products and services need to do their jobs as effectively as possible.

*NewsLink* is sent out once a week (Tuesday) to our 9,200-plus subscribers. Each issue contains original content, the latest headlines in the information industry, and longer features called Spotlight articles.

Each issue of *NewsLink* has an exclusive sponsor. As a sponsor of this newsletter, you can make a direct impact on your core audience.

- **Located at the top of the issue, your sponsorship includes:**
  - 468x60 OR 468x120 BANNER AD
    
    (JPEG, GIF OR PNG FORMAT. NO LARGER THAN 50K FILE SIZE. FLASH IS PROHIBITED.)
  - 75 WORDS OF TEXT
  - LINKING URL

**ITI NEWSLINK RATES 2015**

- 1x $695
- 6x $595
- 12x $545

**ARTICLE PDFs AND REPRINTS**

Capitalize on your company’s exposure by reprinting your feature stories, profiles, case studies, and more. This is a proven cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information.

**LIST RENTALS**

Augment your advertising and sponsorships with direct mailings to our customer lists …

- **ITI Magazine Subscribers**—*Computers in Libraries*, *Online Searcher*, and *Information Today*.
- **ITI Sponsored Conference Attendee Lists**—*Computers in Libraries Conference*, *Internet Librarian Conference*, *KMWorld Conference*, and *WebSearch University*.
- **ITI Directories Subscribers**—*American Library Directory™*, *American Book Trade Directory™*, and *Library Market Place Directory™*

**SPONSORED CONTENT**

*The Educator’s Guide Supplements*

Publish your case studies, white papers, testimonials, new product reviews, and product previews in any available issue. Match your product, service, and message with the appropriate issue focus—five in all. For added exposure, your content will be available online at the Internet@Schools website and promoted via the Internet@Schools Xtra enewsletter.

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

**David Panara** · Advertising Sales Director

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

**LIVE STREAMING WEBINARS**

Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies. ITI provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.
www.infotoday.com—the No. 1 online destination for the information industry

Our mission is to be the leading information provider serving the library and information professional community. The audience for the Information Today, Inc. website comprises subscribers to our various publications—Computers in Libraries, Information Today, Online Searcher—as well as professionals who want information on our conferences, directories, or other ITI content. This website includes our conference pages for the popular Computers in Libraries and Internet Librarian conferences.

Traffic
The Information Today, Inc. website is now averaging more than 50,000 visitors each month, delivering more than 380,000 ad impressions monthly.

ONLINE ADVERTISING RATES 2016

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