2018 Advertising Kit
Put your firm front and center with edtech’s thought leaders, purchasers

Connecting with a targeted market of edtech professionals and purchasers has never been easier.

Welcome to the International Society for Technology in Education (ISTE), where you’ll find opportunities for year-round exposure to leaders and key decision-makers in the edtech market.

Choose from *Empowered Learner* magazine, a quarterly membership magazine; *ISTE Update*, a monthly member e-newsletter; or the *ISTE Blog*, a robust online content platform.

Choose the product. Choose the medium. Get connected to ISTE’s global community of educators who are seeking up-to-the-minute information on all things edtech.

**Together, transforming teaching and learning**

ISTE is a nonprofit organization that works with the global education community to accelerate the use of technology to solve tough problems and inspire innovation. Our worldwide network believes in the potential technology holds to transform teaching and learning.

ISTE sets a bold vision for education transformation through the ISTE Standards, a framework for students, educators, administrators, coaches and computer science educators to rethink education and create innovative learning environments.

The organization’s professional learning offerings include online courses, professional networks, year-round academies, peer reviewed journals and other publications. ISTE is also the leading publisher of books focused on technology in education.

ISTE also hosts the annual ISTE Conference & Expo, one of the world’s most influential edtech events – coming to Chicago June 24-27, 2018. There, 16,000 educators from 75 countries will gather to learn during 1,200 professional development sessions and will visit a hands-on expo hall featuring 550 companies.
Converge with the world’s edtech leaders.

Empowered Learner, ISTE’s quarterly member magazine, provides an in-depth look into the issues, practices, policies and tools that contribute to empowering connected learners in a connected world.

Every issue showcases the expertise of edtech educators and leaders, and features insight and inspiration to help educators at all levels embed technology in learning and teaching.

Empowered Learner provides real-world success stories, no-nonsense applications, member profiles, and highlights of progress at the state, national and international levels.

Join us at the nexus of digital teaching and learning — that’s Empowered Learner, the magazine for education technology’s decision-making innovators.

Where passionate educators and edtech leaders turn for insight

Empowered Learner magazine appeals to a variety of educators from around the world who are passionate about education transformation including:

- Teachers
- Tech coordinators/Specialists/Facilitators
- Librarians/Media specialists
- Tech/IT directors
- Curriculum specialists/Directors
- State, district and school leaders
- Global, eLearning, distance learning collaborators

MEMBER DATA

PRIMARY JOB FUNCTION

- Teacher/Faculty: 33%
- Tech Director/Coordinator: 27%
- Lib/Media Specialist: 6%
- Instructional Tech Coach/Director: 6%
- Consultant/Trainer: 4%
- Curriculum Coordinator/Director: 5%
- Other: 3%
- N/A: 2%
- Administrator: 14%

Updated November 2017
Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad contract</th>
<th>Ad material</th>
<th>Arrives by</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2018</td>
<td>October 18, 2017</td>
<td>October 30, 2017</td>
<td>December 28</td>
</tr>
<tr>
<td>April 2018</td>
<td>January 26, 2018</td>
<td>February 2, 2018</td>
<td>April 2</td>
</tr>
<tr>
<td>July 2018</td>
<td>April 17, 2018</td>
<td>April 27, 2018</td>
<td>July 2</td>
</tr>
<tr>
<td>October 2018</td>
<td>July 24, 2018</td>
<td>August 8, 2018</td>
<td>October 1</td>
</tr>
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</table>

Advertising rates (all rates are 4c)

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>2X</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,990</td>
<td>$3,725</td>
<td>$3,190</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>$2,625</td>
<td>$2,415</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,575</td>
<td>$1,470</td>
<td>$1,260</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,260</td>
<td>$1,155</td>
<td>$1,005</td>
</tr>
<tr>
<td>Cover: inside front</td>
<td>$5,775</td>
<td>$5,250</td>
<td>$4,620</td>
</tr>
<tr>
<td>Cover: inside back</td>
<td>$5,040</td>
<td>$4,675</td>
<td>$4,030</td>
</tr>
<tr>
<td>Cover: outside back</td>
<td>$6,195</td>
<td>$5,725</td>
<td>$4,955</td>
</tr>
</tbody>
</table>

ISTE Corporate Members may take 15% off the above rates.

- For guaranteed placement, add 15% to above rates.

Annual contract incentives
- 50% discount on any ads placed in the ISTE Update member e-newsletter.
- In addition to the incentives above, four-time, full-page advertisers will be friended on ISTE’s Facebook page, followed by our Twitter account and will receive recognition signage at the next ISTE Conference & Expo.

Circulation:

16,500

Additional copies distributed at the ISTE Conference & Expo and other ISTE events nationwide.
Ad sizes and dimensions (Ad sizes subject to change at any time)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (bleed)</td>
<td>8.375” W x 10.875” H + .125” for bleeds on all sides</td>
</tr>
<tr>
<td>Full page (float)</td>
<td>7.1875” W x 9.75” H</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>7.1875” W x 4.7813” H</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>3.5” W x 9.75” H</td>
</tr>
<tr>
<td>Third page (square)</td>
<td>4.7292” W x 4.7813” H</td>
</tr>
<tr>
<td>Quarter page (vertical)</td>
<td>3.5” W x 4.7813” H</td>
</tr>
</tbody>
</table>

Submission
Advertisers must submit their camera-ready art, matching the exact dimensions of the specified ad, in one of the following formats:

- **Press-quality PDF (with bleeds when applicable)**
- **300 dpi TIFF, EPS or JPEG (must be original minimum resolution)**

Email camera-ready artwork to advertise@iste.org. Please indicate the name of the advertising company, book and issue in the subject line of your email.

For production-related questions, please contact: Danielle Hunsaker at 503.882.0920 or dhunsaker@iste.org.

Deadlines
The print version of the magazine will be received by readers on or before the first week of the distribution month and will be posted on the ISTE website, iste.org, the month of distribution.

Advertising contact
advertise@iste.org

Fox Associates Inc.
800.440.0231
Headquarters
116 W. Kinzie St. Chicago, IL 60654-4655
312.644.3888

Fox New York
212.725.2106

Fox Detroit
248.626.0511

Fox Los Angeles
805.522.0501
**ISTE Update**

**ISTE Update** is official monthly e-newsletter for ISTE members. The e-newsletter provides members with key ISTE insider information about organizational news, board members and their work, new and upcoming events, innovative resources, special offers and more. Advertisers enjoy targeted access to a niche market of key edtech influencers.

**Book space today!**
Reserve your ad space in ISTE Update or learn more about other ISTE advertising opportunities by contacting:

advertise@iste.org

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**Frequency**
Monthly, second Tuesday of each month.

**Distribution**
14,200*

*Total distribution fluctuates from 14,000-16,000 throughout the year. Inquire with ISTE staff for most current number.

**Average open rate**
20%

**Advertising rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner: 600 pixels x 90 pixels</td>
<td>$3,045</td>
<td>$2,740</td>
<td>$2,435</td>
</tr>
</tbody>
</table>

**ISTE Corporate Members may take 15% off the above rates.**

*All rates shown are net.

**Ad size**
Banner ad: 600 pixels x 90 pixels

**Submission and deadlines**
Advertisers must submit their art, matching the exact dimensions of the specified ad, in the following format: 50KB max; JPEG, PNG or GIF (no Flash animated or text files). One link per ad; link must open in new window.

Send creative to advertise@iste.org.

**Ads due the first of each month.**
ISTE Blog

The ISTE Blog is a dynamic online platform offering practical ideas, innovative thinking and the latest trends in edtech. Visitors to the ISTE Blog enjoy fresh use-it-today content published in various formats including articles, videos, infographics and guest columns written by education thought leaders.

With robust social media sharing, the content on the blog deeply engages the ISTE community and provides expansive reach throughout the edtech marketplace.

Site traffic
Average monthly page views 413,667
Average monthly unique page views 302,430

ISTE Blog traffic
Average monthly page views 61,910
Average monthly unique page views 54,683
Average monthly advertising impressions 62,695

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Advertising
300x250 pixel ad
Monthly rate $1,500 net*

Advertisers must submit their art, matching the exact dimensions of the specified ad, in the following format: 50KB max; JPEG or GIF. Send creative to advertise@iste.org.

*ISTE Corporate Members may take 15% off the above rate.

Sponsored content
Share your content directly with thousands of visitors to the ISTE Blog. Your content will be published on the Innovative Solutions page of the ISTE Blog with a direct link from the landing page. All sponsored content will receive mention on ISTE social channels and ISTE Update. Note that all content must meet ISTE content guidelines. Prices below are per piece of content.

$1,950 per month.