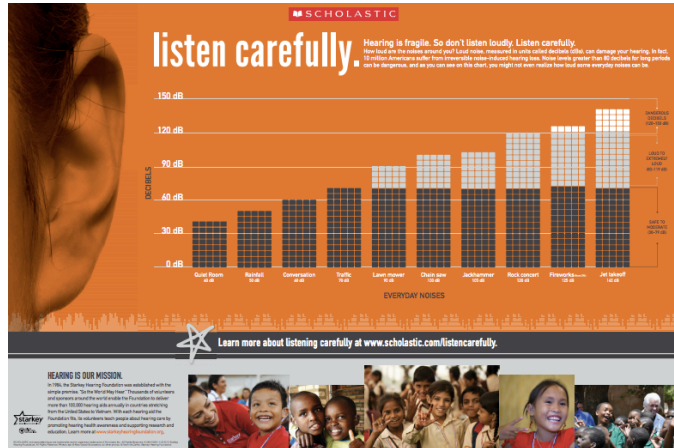


CUSTOM ADVERTISING TO INCREASE BRAND AWARENESS

Print Advertising

Poster Inserts

Scholastic can create custom poster inserts—double-sided with eye-catching educational content. Educators use our posters to brighten classrooms and embed essential concepts, even saving them from year to year.



Advertorials

Including singles, spreads, and larger formats (such as bound inserts), Scholastic can angle your message to attract the greatest numbers of readers. Our team will work with the advertiser to develop custom content that can include case studies, teacher testimonials, tutorials, and more.

2013 AD IMPACT STUDIES Free for Our Partners

Select issues of *Instructor* and *Administr@tor* run Ad Impact Studies, conducted by ReadEx research. This research specializes in market surveys that ask consumers questions pertaining to their experience with the advertisements in the issues. From these responses, our advertisers can understand how our readers respond, and thus, the best and most effective ways to reach new customers. These studies allow our advertisers boost their effectiveness, contributing to their business success.

Instructor will conduct ReadEx studies **free of charge** to those who run half or full-page ads:

- January/February
- May/June
- August
- November/December

Administr@tor will conduct ReadEx studies **free of charge** to those who run half or full-page ads:

- January/February
- March/April
- May/June
- August
- September/October

There's Only One Way to Build Effective Educators

For too long, the effectiveness of America's educators has been measured by student performance, test scores, and grades. But studies show that students will never be able to progress until the focus is put on educators—what they need to learn, how they need to grow, and how they can transform classrooms.

School Improvement Network's system is designed to help educators grow and improve their teaching. It's the only system that gives teachers the tools they need to succeed. It's the only system that gives teachers the tools they need to succeed. It's the only system that gives teachers the tools they need to succeed.

29%

COMMON CORE 360 is the only standard for teachers.

Common Core 360 is the only standard for teachers. It's the only standard for teachers. It's the only standard for teachers. It's the only standard for teachers.

MAKING 100% HAPPEN

Every Teacher Effective, Every Student Ready

We have discovered the most effective way to improve student learning. It's the only way to improve student learning. It's the only way to improve student learning. It's the only way to improve student learning.

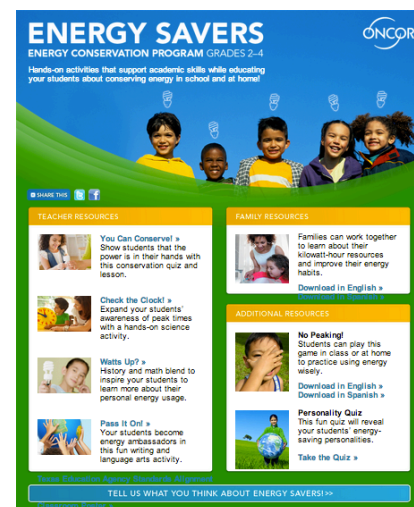
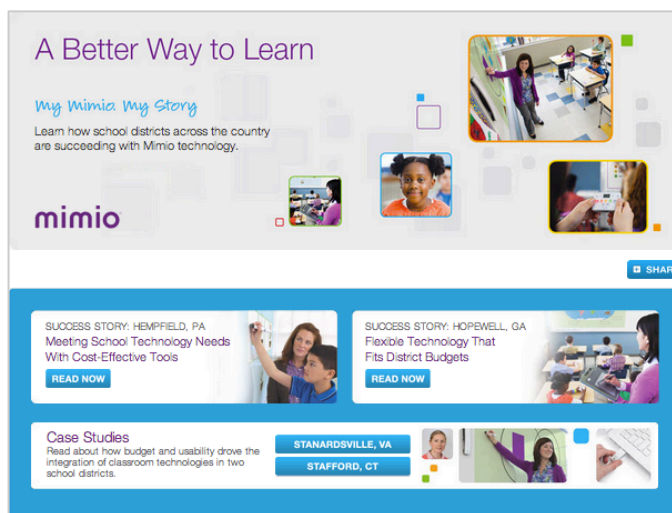
CUSTOM PARTNERSHIPS TO INCREASE REACH, BRAND ENGAGEMENT AND LEAD GENERATION

Scholastic can create an exclusive, custom program including contest management, videos, microsites, games, apps, and interactive whiteboard-ready projections on a range of topics to fit your needs. The custom programs are maximized to further complement your mission and goals.

To get your products or services into the hands of educators, students and their parents—below are services Scholastic can provide to increase reach, brand engagement, lead generation and more!

Co-branded Microsite or Landing Page hosted on Scholastic.com

Scholastic can host your exclusive, custom site on Scholastic.com, giving it a broad reach with teachers, administrators, students and their parents.



Check Out Our Custom Partnerships: www.Scholastic.com/FreebieCorner

CUSTOM PARTNERSHIPS TO INCREASE REACH, BRAND ENGAGEMENT AND LEAD GENERATION (continued)

*Custom Co-branded Emails**

Scholastic has the largest proprietary database, more extensive than unions or the federal government. It is updated daily through real time transactions. Through custom emails, we can help generate leads, drive traffic and further get your products and/or services into the most qualified hands; this helps your business reach both its quantitative and qualitative goals.

Furthermore, we can customize your emails to grade, subject area, household income, geographical area, and more!

**Must be part of a larger custom integration program that includes a full promotional marketing plan.*

Contest and Sweepstakes Management

Scholastic's team has the experience to devise a creative contest or sweepstakes plan, offering educators a strong curriculum-based incentive to participate.

Our contests and sweepstakes have generated thousands of student entries and capture lead generation for our clients.



CHECK OUT OUR STUDENT AND EDUCATOR FACING CONTESTS & SWEEPSTAKES

Lexus Eco Challenge

<http://lexus.scholastic.com>

MLB Breaking Barriers Contest

<http://scholastic.com/breakingbarriers/teachers/>

Bostitch Sharp Minds Sweepstakes

<http://scholastic.com/bostitch>

Fiskars Scissors Sweepstakes

<http://scholastic.com/kidsscissors>

LOFT Loves Teachers Sweepstakes

<http://scholastic.com/loftlovesteachers>

CUSTOM PARTNERSHIPS TO INCREASE REACH, BRAND ENGAGEMENT AND LEAD GENERATION (continued)

Custom Videos

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Product Spotlight E-Newsletters

Scholastic creates highly effective custom emails that deliver your brand and messaging to the most qualified audience—giving you the **lead generation** to further increase your business objectives and goals.

The Scholastic team will develop rich content and deploy personalized emails—giving you marketplace advantage and direct contact with the right consumer.

Live and On Demand Webinars

Scholastic webinars provide customized lead generation.

Scholastic's education experts create custom webinars that blend clients' objectives with educators' needs.

All Scholastic webinars are:

- Free to administrators and educators
- Moderated by Scholastic Professional Media experts
- 60 minutes long
- Live presentations, archived on scholastic.com/webinarseries for a total of three months
- All participants will receive a certificate for one hour of professional development

Sample Webinar Topics:

- Safe Social Media in the Classroom
- Assessing the Common Core
- Technology and Literacy in the K–12 Classroom
- BYOD and how it's effective

View our latest webinars: www.scholastic.com/webinarseries



Adapting to the Common Core
Strategies for K–12 Classrooms

USC Rossier
School of Education



CUSTOM ADVERTISING TO INCREASE BRAND AWARENESS (continued)

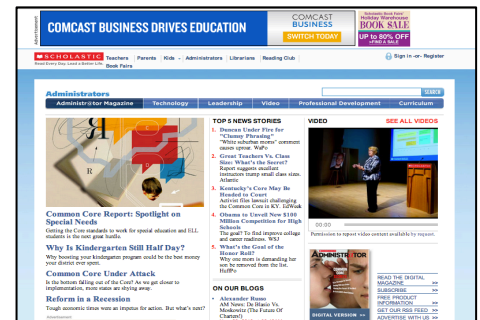
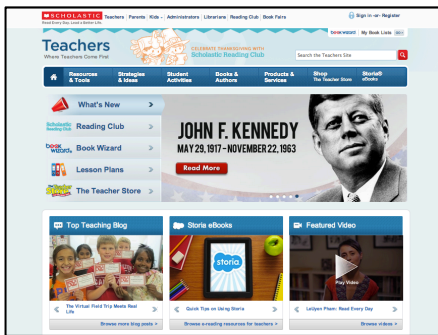
Digital Advertising

Scholastic's Educator Channels, including **Teachers**, **Instructor** and **Administrator**'s sites, are dedicated to providing classroom resources, new technology trends, professional development, and curricula solutions for teachers, administrators, librarians, and more!

We can put your ads in front of millions of educators nationwide, driving brand awareness and traffic to your site.

Scholastic Educator Channel Facts

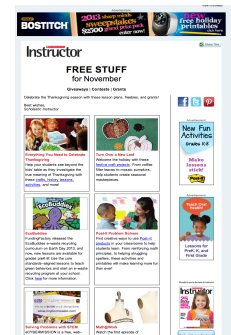
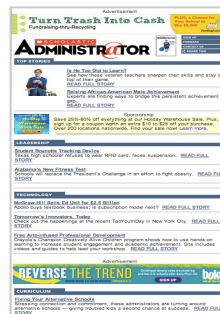
- 40+ million page views per month
- 14+ million ad impressions per month
- 2.2 million unique visitors per month



Monthly E-Newsletters

Scholastic's Educator e-newsletters offer up-to-the-minute coverage of top education issues, reaching subscribed teachers on a monthly basis. Targeted content and sponsorship in these publications is available. E-newsletters include:

- **Instructor Great Finds:** 350,000 subscribers
- **Administr@tor Newsletter:** 215,000 subscribers
- **Teacher Update Newsletter:** 550,000 subscribers



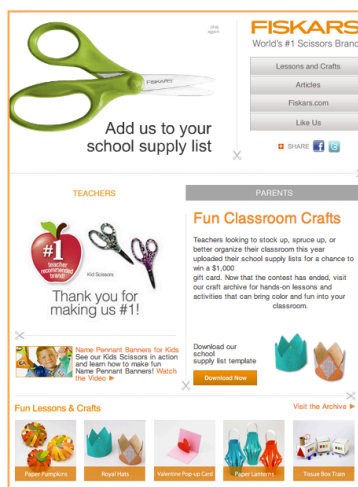
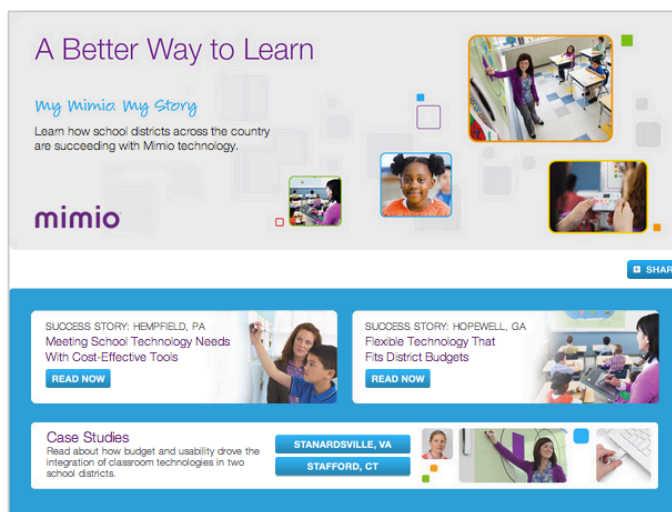
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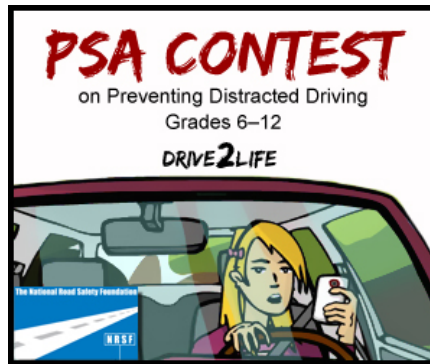
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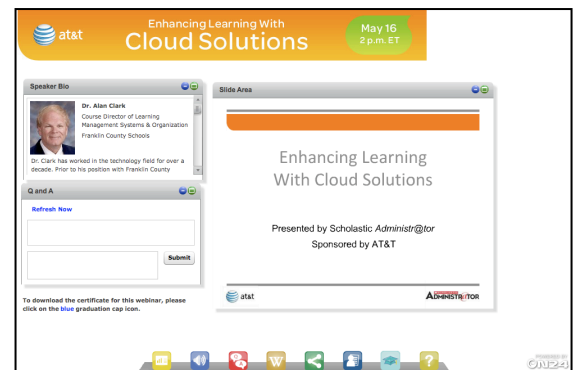
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