

Editorial Calendar

2007-2008

EDITORIAL

Issue	Features	Highlights	Bonus Circ./Added Value
August 2007 Ad Close: June 8 Material Close: June 15	<i>Back to School, Pt. 1</i> <ul style="list-style-type: none"> • Security • Student Info Systems • Biggest Tech Related Dangers • Negotiating with Unions 	<ul style="list-style-type: none"> • Professional Development • Curriculum: Math & Science • Multimedia/Presentation Tools • Special Needs • Handhelds 	<i>Customized added value package (contact rep for details)</i>
Sept 2007 Ad Close: July 17 Material Close: July 24	<i>Back to School, Pt. 2</i> <ul style="list-style-type: none"> • Prof. Development • Facilities: Best New Schools • Parent/Teacher Communication 	<ul style="list-style-type: none"> • Curriculum: Literacy • Funding and Grants • Special Needs • Assessment and Accountability • Projection Presentation 	Ednet <i>Customized added value package (contact rep for details)</i>
October/November 2007 Ad Close: Aug. 13 Material Close: Aug. 20	<i>Best and Worst Issue</i> <ul style="list-style-type: none"> • Schools of Distinction • Curriculum: Math and Science • Funding and Grants 	<ul style="list-style-type: none"> • Professional Development • Handhelds • Student Assessment • ELL • Multimedia/Presentation Tools 	NSBA T&L; ASBO; NMSA <i>Customized added value package (contact rep for details)</i>
January 2008 Ad Close: Nov. 13 Material Close: Nov. 20	<i>Tomorrow's Classroom – Future Instruction Strategies</i> <ul style="list-style-type: none"> •Assessment •Teacher Turnarounds •Decrepit Schools •Dealing with School Boards 	<ul style="list-style-type: none"> •Special Needs •School-Home Communication •Curriculum: Literacy •Funding/Grants •Handhelds 	FETC <i>Customized added value package (contact rep for details)</i>
February 2008 Ad Close: Dec. 4 Material Close: Dec. 11	<i>Presentation/Projection Special Issue</i> <ul style="list-style-type: none"> •Top Education Schools •Education Law Primer 	<ul style="list-style-type: none"> •Security •Assessment and Accountability •Curriculum: Math & Science •Multimedia/Presentation Tools •High Tech Libraries 	AASA; CUE; NASSP; TCEA <i>Customized added value package (contact rep for details)</i>
March/April 2008 Ad Close: Jan. 15 Material Close: Jan. 22	<i>Career Issue: Top Salaries and Negotiation Strategies</i> <ul style="list-style-type: none"> •Leasing Vs. Buying •Total Cost of Ownership (TCO) 	<ul style="list-style-type: none"> •Hi-Tech Classroom Tools •Professional Development •One-to-One •Handheld Student Response Systems •Curriculum: Literacy •Nutrition 	ASCD; COSN; NAESP; NSBA, CUE <i>Customized added value package (contact rep for details)</i>
May 2008 Ad Close: March 14 Material Close: March 21	<i>Big Ideas: Hottest Trends in Education</i> <ul style="list-style-type: none"> •Getting Your Budget Passed •“The 20 to Watch” 	<ul style="list-style-type: none"> •Data-driven Decision Making •School Security •Professional Development •Curriculum: Math & Science •Multimedia/Presentation Tools 	IRA <i>Customized added value package (contact rep for details)</i>
June 2008 Ad Close: April 10 Material Close: April 17	<i>Special NECC Roundup</i> <ul style="list-style-type: none"> • The Most Intriguing People in Education • Curriculum: Literacy 	<ul style="list-style-type: none"> •Handheld/Mobile Products •Curriculum Software •AV/Multimedia •Assessment and Accountability 	InfoComm; NECC, NSSEA <i>Customized added value package (contact rep for details)</i>



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