



ONLINE



## Administr@tor Update Ezine: Reach up to 125,000 digitally!

Each weekly electronic newsletter offers the latest educational technology solutions and practical leadership strategies.

### Regular Sections Include:

- School Leadership
- Technology Solutions
- Just-in-Time Teaching Ideas
- Plan Ahead



### Targeted Sections Include:

- **Tech Tools Update** The latest product release and update announcements from vendors catering to the education technology market
- **Washington Weekly** An executive summary of the big education issues on Capitol Hill and the effect on districts
- **Issue Preview** What's in next print issue of Scholastic Administr@tor
- **Big Deals** A compendium of what districts are going with which edtech solutions

### REACH

Reach up to 125,000 Administrators

#### Job Titles Include:

- MIS/IT
- Superintendents/Assistant Superintendents
- Business Managers/Purchasing Agents
- District Administrators
- Librarians/Media Specialists
- Special Education Directors
- Principals



### AD SIZES, SPECS and DEADLINES

- **Half-Skycraper:** 120 x 240 pixels
- GIFS, Flash and jpegs only
- Maximum of three looping rotations
- 15K max; 25K for rich media
- All rich media must be user-initiated
- *All creative due 3 weeks prior to mail date*

### PRICING

- **\$5,500/full circulation**
- **\$4,000/targeted circulation**
- *Frequency discount available*

### CALL YOUR SALES REP FOR MORE INFORMATION

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