

## NEW Advertising Section!

Scholastic Administr@tor now offers “On the Cutting Edge” - an exclusive way to showcase your catalogs, literature and company information.

**ON THE CUTTING EDGE**  
YOUR DIRECT CONNECTION TO PRODUCTS AND SERVICES

- TEACHING MATERIALS FOR A!** For Pre-K-K. Learning Resources proudly offers its Phonics/Handwriting catalog that with over 500 products, all ages graded for direct usage. These interactive, award-winning products are sure to provide a solution that will fulfil all your early childhood learning needs. Innovative, award-winning products are sure to provide a solution that will fulfil all your early childhood learning needs. [www.learningresources.com](http://www.learningresources.com)
- AccuCut** Fun, Hands-On Learning is Easy with an AccuCut Roller Die Cutting System. Call 800-288-1670 to request a FREE 2006-2007 Education Catalog & Idea Book.
- A Safer Choice Has Just Arrived** THE COLLINS CHILD CARE BUS. Administrators need safe alternatives to non-conforming van transportation. The Collins Child Care Bus addresses the cost, with the peace of a van and the safety of a school bus. Call to build every certified bus from the outside in, ensuring safety, low waste, superior work, while meeting all federal safety standards. And you'll be surprised how little price difference there is between a non-compliant van and the Collins Child Care Bus.
  - Low profile of a van, safety of a school bus
  - Range of models, bus plans and seating options
  - Standard\* engine size option
  - Meets all FMVSS standards
 Call us today for more information: 1-800-354-9882 [www.collinsbus.com](http://www.collinsbus.com)
- The Graduation Place** Caps, Gowns, Hoods, Stoles & more... Great packages starting at \$13.19. [www.graduationplace.com](http://www.graduationplace.com)
- HOMEROOM CATALOG** The foremost catalog dedicated to the personal needs of the teaching profession.
  - Personalized items
  - Classroom friendly clothing
  - Silhoues
  - Jewelry
  - Holiday gifts
  - Calendars and much, much more
 The one website and get 30% OFF YOUR FIRST ORDER PLACED ON OUR WEBSITE. Use promotional code: HOMEROM [www.HOMEROMDIRECT.COM](http://www.HOMEROMDIRECT.COM)
- PLAYWORLD SYSTEMS** PlayDesigns™ - Toddler play redefined. [www.playworldsystems.com](http://www.playworldsystems.com)

### Rates

1X	3X	6X	8X
\$3,500	\$3,350	\$3,100	\$2,800

CALL YOUR SALES REP FOR MORE INFORMATION

Southeast/Central  
Caliann Mitoulis  
215.370.5813

Mid West/New England/Mid-Atlantic  
Guy Blumberg  
212.343.6375

West Coast  
Chip Fesko  
949.644.2402



## NEW Advertising Section!

### ON THE CUTTING EDGE MECHANICAL SPECIFICATIONS



**TEACHING MATERIALS FOR A!**  
For Pre K-K (subhead)

Learning Resources proudly offers its Preschool-Kindergarten catalog, filled with over 600 products, all age graded for children ages 2-5. These innovative, award-winning products are sure to provide a selection that will fulfill all your early childhood teaching needs. Innovative, award-winning products are sure to provide a selection that will fulfill all your early childhood teaching needs. (60 word paragraph)

800 707-2087  
www.LearningResources.com

LEARNING RESOURCES

Example shown actual size

Each showcase is 1/6" of a page and measures 2" x 4" or 12 x 24 picas.

You can create within this space anyway you like. If you need us to put the ad together for you please limit your copy to:

25 character headline

32 character subhead

60 words of copy paragraph,  
(about 380 characters)

Submit high-resolution product image and logo

Disclaimer: Publication is not responsible for any errors made to material not supplied on disk with hard copy/laser proof.

This information is intended to assist advertisers in preparing and submitting showcase material.

**COPY:** This is just a guide: five characters (letters) are usually counted as one word. The space between words and periods are also counted as characters. (See diagram above). When the copy is too long we will contact the advertiser for suggestions on cutting the copy. When there is no time, we will cut.

**ART:** Send your catalog, photograph, or original art of your product, for scanning, or submit mac base high-resolution pdf, eps, tiff, jpeg, or gif file.

**FINAL ART:** Submit completed ads as mac based high-resolution pdf, eps, tiff, jpeg, or gif files.

**FORMATS:** Be sure to save files with ALL fonts embedded.

**PDF Files:** These files should be created as high-resolution (300 dpi). All fonts and images must be embedded in the page file.

**MEDIA:** Supply Mac-based electronic files on CD.

**HARD COPY/LASER PROOF:** Supply color or black and white laser printouts, actual size (100%).

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