

CUSTOM SOLUTIONS THAT DELIVER

Digital Media

Discover the power of the #1 online destination for teachers with targeted display, custom editorial, and more via scholastic.com



Print Media

87% of readers have taken action after exposure to branded print content; get your brand in front of this active audience with an integrated print program



Research

Get qualified intel about your target consumers using the Scholastic research team

Social Media

Tap into the social media footprint of Scholastic.com, totaling over 1.7 million impressions



Lead Generation

Delivering qualified leads for your business and bottom line



Events & PR

Align your brand with in-person events to engage your target audience

THE #1 ONLINE DESTINATION FOR TEACHERS*

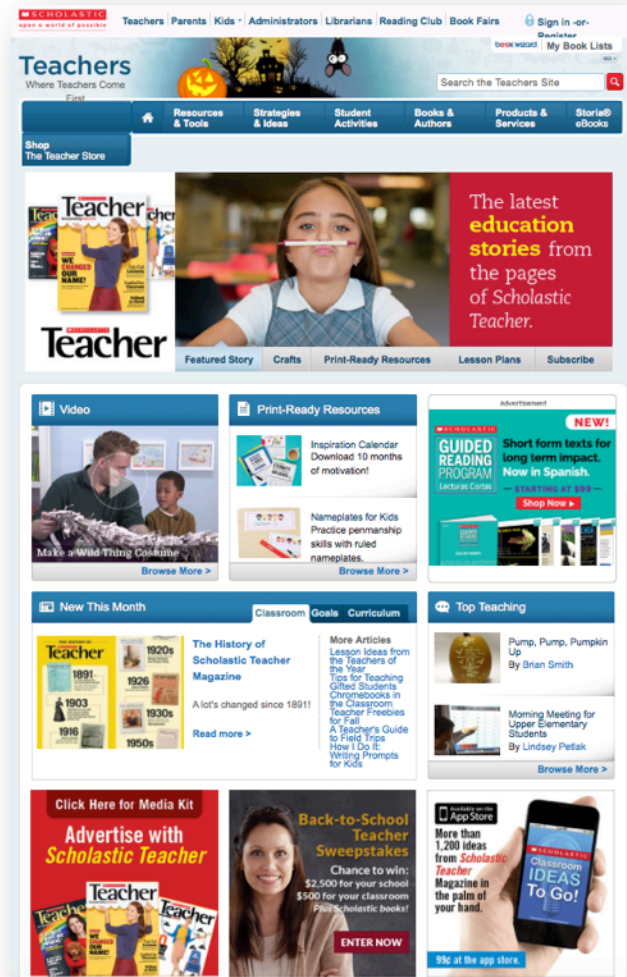
- **Scholastic.com** is the one-stop destination for over 3 million educators per month who are looking for classroom content and materials, career guidance, product reviews, and more.

Monthly Page Views: 54 Million

Average time spent on site: 10 minutes

DID YOU KNOW?

- 91% of teachers go online to find or share lesson plans
- 65% of teachers use the web to gain professional advice and support
- 57% of teachers are looking for ways to collaborate with other teachers



CUSTOM MICROSITES

- ▶ Partner with Scholastic to create actionable content for educators on Scholastic's award winning website. **Opportunities include digital promotion via email marketing to up to 4 million educators, banner media and e-Newsletter placements.**

BENEFITS

- ▶ Endorsement from Scholastic
- ▶ Client message in a trusted and credible environment
- ▶ Exclusive content integration throughout Scholastic digital channels
- ▶ Customized site adhering to brand equity and messaging
- ▶ Blends in with Scholastic.com and is optimized for Scholastic.com search with keyword tags
- ▶ Creation of custom content and hosting of materials
- ▶ Direct drivers to partner's site and initiatives
- ▶ Reporting of web analytics and marketing strategies
- ▶ Appears on a trusted site that all schools can access



Custom partnership site samples:

<http://www.scholastic.com/elmers/>

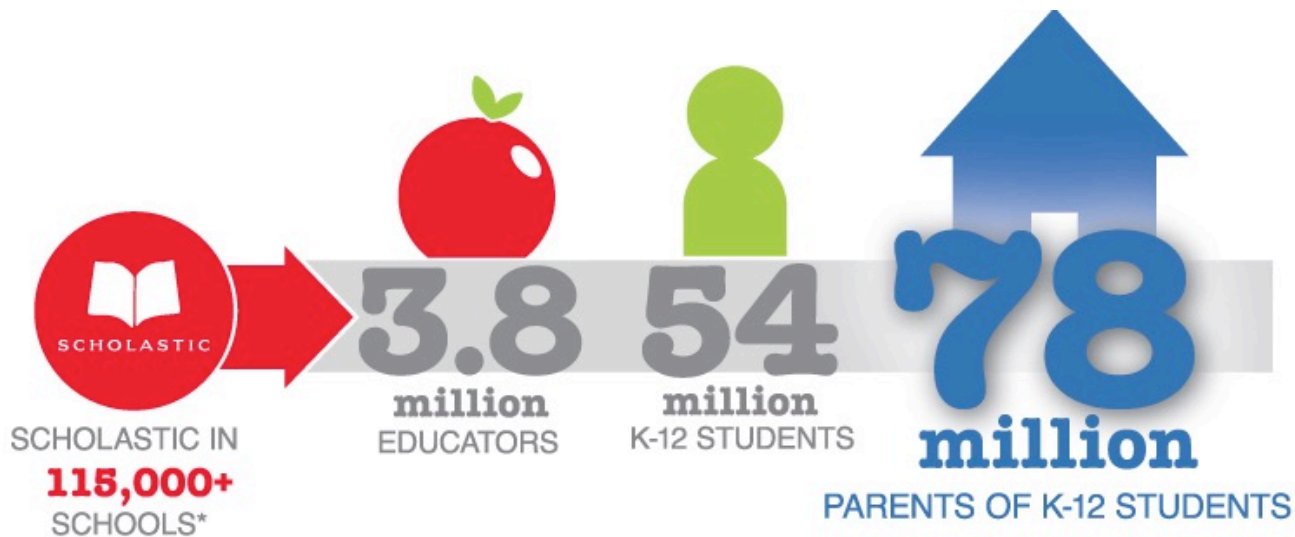
<http://www.scholastic.com/phoenix/>

<http://www.scholastic.com/expo/>

<http://www.scholastic.com/unexpectedmath/>

DIRECT CONTACT THROUGH SUPERIOR DATA

- ▶ Scholastic's proprietary educator database of roughly 4 million educators is based on 93 years of trust with teachers and schools. Scholastic is doing transactions with the education market every day so data is updated weekly and is the largest and most accurate anywhere. Over **120 segmentation options** are available, plus transactional data.
- ▶ Opportunities for co-branded and non co-branded email campaigns



Average Open Rate of Scholastic partnership emails is 10.27%. Average CTR: 3.45%

BANNER ADS ON SCHOLASTIC.COM

- Get your brand in front of millions of influencers through targeted ad placements on Scholastic's Teacher and Administrator sites

ADVERTISING OPPORTUNITIES

- Standard Media (Leaderboard, Medium Rectangle, Button)
- Roadblocks
- Peel-Back
- Transitional
- Push-Down Leaderboard
- Wide Skyscraper
- Interstitial
- Geo-Targeting available

VIEW SPECS

The screenshot displays the Scholastic Professional Media website interface. At the top, there are several promotional banners: a 'FREE WEBINAR' for administrators, a 'TIPS ON DEVELOPING A STRONG TECHNOLOGY PLAN' for schools, and a 'New Family Engagement Solutions' offer. Below these, the navigation bar includes links for Teachers, Parents, Kids, Administrators, Librarians, Reading, and Book Fairs. The main content area is titled 'Administrators' and features a large image of a tiger mascot with the headline 'High School Under Fire for Mascot'. To the right, there's a 'TODAY'S TOP ED NEWS' section with five articles, including 'Redskins Banned in Cal Schools' and 'Democratic Debate: Five Things to Watch'. Further down, there's a 'Log In and Learn' section and a 'A Chance to Shine' article. The bottom of the page shows a 'The Promise of Great Books' article and a 'The MacArthur Genius Everyone' article. On the right side, there's a 'FOLLOW US ON TWITTER' section and a 'VIDEO' section with a 'Disrupting Class' video player.

SOCIAL NETWORKING

Scholastic Professional Media can help with all your Social Networking needs. For partners we can:

- ▶ Promote a client's brand, messaging, programs, or special offers (such as coupons, contests, or discounts) through engaging posts
- ▶ Provide Best Practices Consult, How To's for Social Networking
- ▶ Start a conversation about a hot topic or trend in education, or, pose a question for teachers to consider (i.e. classroom behavior, teacher preferences, or what's going on in the industry).
- ▶ Host a survey
- ▶ Build a custom app, such as a survey, special offer, coupon, contest/sweeps, viral video, etc. and share it with our teacher audience



Facebook
facebook.com/scholasticteachers
319,000+ Fans (up 108% YOY)



Twitter
@ScholasticTeach
128,000+ Followers (up 60% YOY)



Google +
419 followers/72,000 views



Pinterest
37,000+ Followers

BRANDED CONTENT OPPORTUNITIES

Capitalize on editorial endorsement through *Scholastic Teacher* or *Administr@tor* magazine with high-impact opportunities that elevate your brand, generate interest and activate your target purchasers. **All opportunities include digital promotions.**

- ▶ **Custom Edit with Brand Integration:** Full-page ad adjacent to relevant editorial with brand mention
- ▶ **Coverage in Teachers' Picks:** Have your product tested by *Scholastic Teacher* reviewers and featured in the popular Teachers' Picks section
- ▶ **Coverage in Book Lists:** Include your book in *Teacher's* Book Lists section, and help teachers develop their professional learning
- ▶ **Coverage in Kids' Books:** Include your book in our Kids' Books section, and help keep kids reading!
- ▶ **Branded Lesson Plan:** Provide teachers with actionable lessons they can use in the classroom – incorporating your content and products
- ▶ **Coverage in Tech Tools:** Get your product featured in *Administr@tor's* Tech Tools section in print and online
- ▶ **Special Report:** Custom 2-page special report written by Scholastic editors aligns your brand to topics important to teachers or administrators

The Write Tools for the Job

From handwriting to peer editing, these writing tools will help kids develop the language arts skills they need to succeed. BY CATHERINE LOGAN

KINDERGARTEN
Get a Grip
The skills: *Penal hold*
THE TOOL: *Classic Triangular Gripper* (\$1.99) pack, *crayola.com*
THE LEARN: "Having students come in with traditional and nontraditional pencil holds," says kindergarten teacher Loren Parrish. In

at North Henderson Elementary in Indiana, she allows kids to find the hold that feels right—unless it's affecting legibility. Parrish does have them use triangular grippers, which "naturally lend themselves to a tripod pencil hold" (students place their index finger, middle finger, and thumb on the rings). "Students have to put in effort to hold these grips correctly," Parrish explains. Encourage kids with nontraditional holds to try the triangular gripper during writing activities. Then, slowly transition among grippers back to regular grips.

GRADE 3-5
Word Search
The skills: *Identifying keywords*
THE TOOL: *Find Hidden Light* (*Unbreakable Highlighters*) (\$4.99) pack, *playpen-us.com*
THE LEARN: At Northside Elementary in Tennessee, fourth-grade teacher Shoshita Rame goes over keywords during vocabulary lessons. "The highlighting keywords, students have less to memorize, so they focus on understanding the word or concept," says Rame. To begin, Rame asks kids to identify the most important words in a definition using unbreakable highlighters. Later, the class comes together to agree on four to six keywords. To Rame, the ability to "make content more easily and easily" is a game changer. "It allows students the opportunity to focus on the word and meaning," she says, "instead of being fearful of making a mistake."

GRADE 6-8
Editor's Note
The skills: *Peer editing*
THE TOOL: *Peer Edit* (*Unbreakable*) (\$4.99) pack, *playpen-us.com*
THE LEARN: To help young writers flourish, Theresa Quiburn, a middle school teacher at Joseph E. Gary Elementary in Chicago, suggests having peer-review workshops, with each student playing editor in turn. For this unbreakable tool on the editing process, Quiburn advises dividing students into groups of four or five and providing each student in the group with a different colored pen. Then, students trade papers and provide feedback to their peers. At the end, each student will have done to their colors on their paper and "a great starting place for making mistakes and edits," Quiburn says. Plus, "having the different colors provides accountability for the students, so I and their classmates can see what suggestions they made," she adds. That encourages kids to provide constructive feedback to their classmates!

Erase every Oops.

Frixion Clicker
We all make mistakes. With the Frixion Clicker eraser pen, your learning can be stress-free and mess-free! The retractable Frixion Clicker writes smoothly & erases cleanly. The eraser pen has truly grown up! www.frixionpen.com/clicker

PILOT
Pilot. It's the Best!

LEAD GENERATION OPPORTUNITIES

Take advantage of Scholastic's exclusive, proprietary database and generate qualified leads for your business.

- ▶ **Digimarc Watermark:** Generate leads and quantify the effectiveness of your print campaign with this watermark overlay that captures scans from readers
- ▶ **Gated Article Collection Pack:** Scholastic's editorial team will put together a gated article pack centered around materials relevant to your initiatives that will be promoted to our exclusive database
- ▶ **Email Marketing:** Scholastic will deploy branded emails to a targeted list selected by client
- ▶ **Sweepstakes/Contest Management:** Scholastic will plan, execute, and manage a sweepstakes or contest, delivering entrants as leads.

- ▶ The average Open Rate of Scholastic partnership emails is 10.27%. Average CTR: 3.45%

Boost Wellness, Boost Attendance
Please complete the form below to access your free articles from *Administr@tor* and *Instructor* magazines.

Boost Wellness, Boost Attendance Article Collection Sign-Up
When you sign up, your information will be provided to Scholastic and is subject to [Scholastic's Privacy Policy](#). Scholastic will also provide your contact information to Kimberly-Clark Professional and it is subject to [Kimberly-Clark Professional's Privacy Policy](#).

First Name: Last Name:

Title:

School Name/District:

Email Address:

Zip:

Total number of students in school/district:

Sweepstakes
WIN 10 FREE BOOKS!
To celebrate Instructor's new interactive features, we're giving away 10 free books to 25 lucky readers. To enter, just scan the photo below using your smartphone (see instructions). Throughout the magazine, unlock more fun features and bonus content whenever you see the phone icon.

GETTING STARTED IS EASY

1 Scan the QR code on the phone icon in the magazine.

2 Follow the instructions on the phone screen.

3 Enter the code you see on the phone screen.

4 You'll be entered to win 10 free books.

5 We'll randomly select 25 winners.

6 Winners will be notified by email.

7 Winners will receive their books by mail.

8 Good luck!

ON THE WEB

Instructor
SPONSORED CONTENT
TeacherLists.com
The National School Supply Lists Directory

Win a Scholastic "Reading Oasis" for your school
in partnership with **Instructor**

Post your school's supply lists for your chance to win!

Scholastic, Instructor and TeacherLists.com are partnering together to give schools the chance to **win a Scholastic Reading Oasis!** Valued at \$13,700, the Reading Oasis is a complete, turnkey reading area with over 1,200 books, a stereo listening station, furniture and more from Scholastic! For your school's chance to win, just post all your 2014-2015 student supply lists in the [National School Supply Lists Directory at TeacherLists.com](#) by August 1st!

[Learn More](#)

SCHOLASTIC PROFESSIONAL MEDIA

PARTNERS

