



ELMER'S GLUE CREW

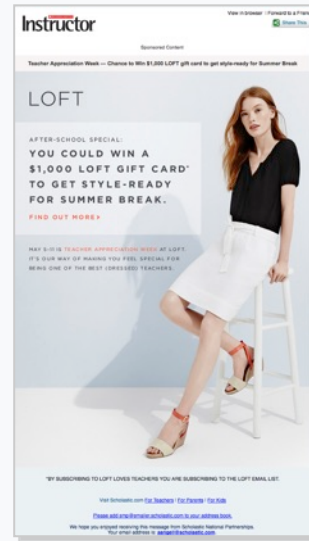
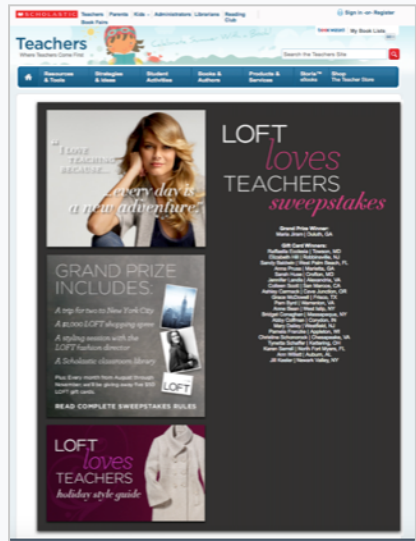


- Elmer's partnered with Scholastic Teacher to connect with teachers and help increase awareness of—and participation in—Elmer's Glue Crew by developing a hands-on classroom recycling program
- The integrated program included brand integration in Scholastic Teacher magazine and a custom site on Scholastic's Teacher Channel, along with digital media including banners and emails to promote awareness of the initiative
- 4th consecutive year of partnership

Results

The program has delivered 3.6+ million digital impressions
and 6k+ downloads of interactive lessons and activities

LOFT LOVES TEACHERS



- Scholastic executed the The LOFT Loves Teachers Sweepstakes to help grow the number of participants in the LOFT Loves Teachers program
- Teachers entered to win a \$1,000 LOFT shopping spree, a trip to New York City, a styling session with a LOFT fashion director, and a Scholastic library
- A dynamic co-branded microsite featured sweepstakes registration and a fashion style guide that transitioned from fall to winter wardrobes
- Promotion included banner ads on Scholastic.com, targeted emails and print support in Teacher magazine

Results

Over 44K teachers registered for The LOFT Loves Teachers Sweepstakes!

The site received 124K Page Views/63K Visitors and emails yielded an impressive 12% average CTR

UNIVERSITY OF PHOENIX



- Scholastic Teacher connected the University of Phoenix with educators to generate qualified leads for their online courses
- Scholastic experts developed and moderated a series of four free professional development webinars around the Common Core, all sponsored by the University of Phoenix
- The program included a custom site that showcased webinars on Scholastic.com, promotional ads in Teacher magazine; banner media and editorial integration online, and email blasts to educators

Results

Nearly 2,000 teachers registered for each of the webinars, and teacher participation continues today

BOSTITCH



- Scholastic Teacher helped Bostitch support their commitment to teachers, generate new leads, and grow brand awareness
- An integrated solution gave K-5 teachers access to turnkey resources that incorporated Bostitch products and a special sweepstakes to earn products for their classrooms
- Promotion included paging in Scholastic Teacher, a custom brand site on Scholastic.com, and support through e-newsletters, emails, and banner ads
- 4th consecutive year of partnership

Results

Over 6,500 sweepstakes entries and 4 million program impressions to date

T. ROWE PRICE

Scholastic P&C @PARENTandCHILD - Apr 15
Do your kids notice when you worry about money?
Find out more: bit.ly/1HBVBIV #TRPKids #Money

61%
of kids think their parents worry about money
— TRowe Price Survey #TRPKids

MONEY CONFIDENT Kids
TWITTER PARTY
CHANCE TO WIN PRIZES
How to have the MONEY talk with your kids
Join Scholastic Parent & Child and T. Rowe Price on **April 15 at 8 pm EST #TRPKids**

SCHOLASTIC On Our Minds
Scholastic's blog about books and the joy of reading
HOME BOOKS EDUCATION MORE NEWS "SCHOLASTIC READS" PODCAST

Raising Kids with Money Smarts
Nadia Amador April 13th, 2015
Want to raise kids with money smarts? Elizabeth Shaw, Parent & Child Magazine editor shares the details for an upcoming twitter chat to help kids become financially literate.
There are a couple of conversations that often make parents break into a cold sweat: the birds and the bees (of course)—and money. For many of us growing up, talking about the family finances was hush-hush, but if our kids have any chance of becoming financially literate, we have to break the silence. In fact, research shows that children's financial habits get set by age 7, which is exactly why it's almost never too soon to start talking about dollars and cents with your little ones. If they're old enough to understand that you need cash to buy things, it's time!
That said, it can be pretty difficult to know where to start, which is exactly why Scholastic Parent & Child is thrilled to be hosting an exclusive Twitter party with T. Rowe Price. Stuart Ritter, a senior financial planner and father of three will be offering expert advice to your questions. Plus, we're giving away five \$50 gift cards to participants, each winner will also score a piggy bank for the kids! We can't wait for you to join the conversation!
WHEN: April 15, 2015 at 8 p.m. EST
HOW: Follow @PARENTandCHILD and use the hashtag #TRPKids
PRIZES: All participants have a chance to win one of five \$50 gift cards and a piggy bank for their child! For official rules, click here.
GET MORE INFO: For even more advice on raising money-confident kids, our site is packed with advice, tips, and tool. Log on: Scholastic.com/mck
This Twitter chat is sponsored by T. Rowe Price.

Two Fault Tolerant @TFTParenting
@PARENTandCHILD We're really starting to work on the concept of money w/almost 5 yo. He's in the "Want a new toy every day" phase. #TRPKids
4/15/2015 8:04 pm

- Scholastic worked with T. Rowe Price to engage parents in an online conversation about teaching kids financial responsibility
- Scholastic produced a vibrant Twitter Chat with parents, social media influencers, Scholastic editors and a T. Rowe Price expert to share tips, tools, and advice about how to talk to children about money
- The event was promoted through social media, online ads, and emails with additional brand integration via Teacher magazine, a custom site on Scholastic.com, and digital media

Results

The Twitter Chat had close to 300 participants and generated 2,498 tweets.
There were a total of 28 million+ timeline deliveries and 2.8 million+ individuals reached - more than 2X the results from previous Twitter Chats!