

# POWERFUL CUSTOM PROGRAMS THAT REACH YOUR MARKET



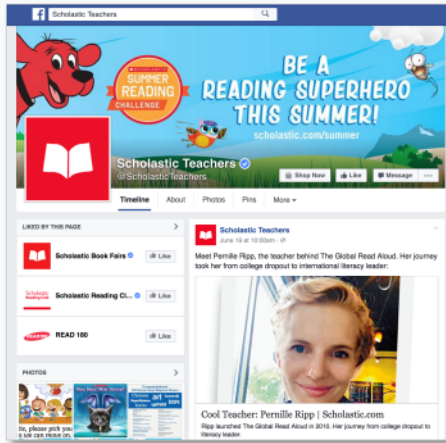
# IMPACT AND EXPOSURE



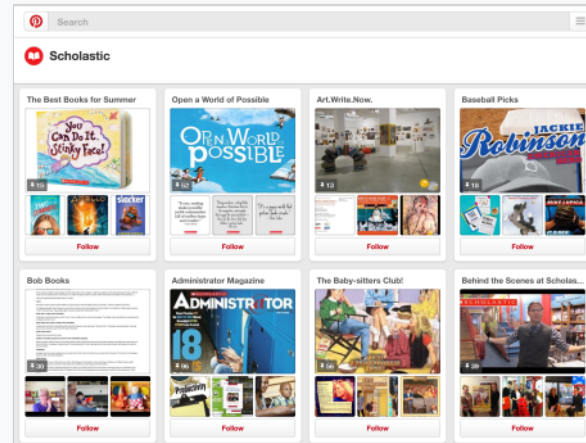
## EMAIL & DIGITAL OPPORTUNITIES


- Co-branded emails to school leaders and educators from Scholastic's database
- Targeted ad placements on Scholastic's Teacher and Administrator sites
  - Leaderboard | Medium Rectangle | Button | Roadblocks | Peel-Back | Transitional | Push-Down | Wide Skyscraper | Geo-Targeting
  - [VIEW SPECS](#)
- Content Integration throughout Scholastic.com

# JOIN THE CONVERSATION



 **FACEBOOK.COM/  
SCHOLASTICTEACHERS**  
371,000+ Fans



 **PINTEREST.COM**  
40,500 followers



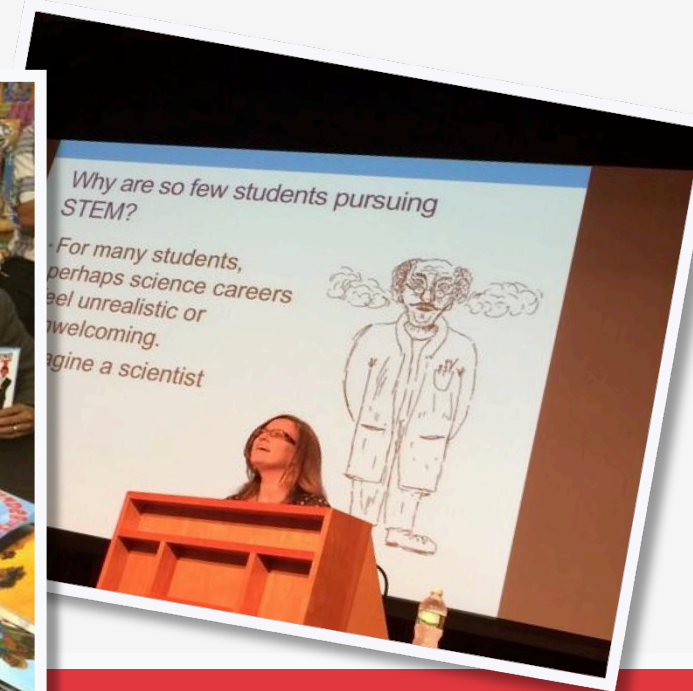
 **TWITTER.COM/  
@SCHOLASTICTEACH**  
145,000 followers

## SOCIAL NETWORKING OPPORTUNITIES

### SPM WILL WORK WITH YOU TO:

- Develop engaging posts that promote your brand, messaging, programs, or special offers
- Launch a conversation about a topic or trend in education and ask teachers to weigh-in
- Develop a custom research survey
- Consult on developing best practices for social networking

# TALK FACE-TO-FACE



## EVENTS/SAMPLING

### SPM WILL WORK WITH YOU TO:

- Connect directly with your target audience via expert panels, workshops, or professional development seminars
- Host events and entertain key customers at Scholastic's landmark headquarters in NYC—or plan a regional event
- Increase product awareness and trial through sampling via educational conferences and Scholastic Reading Club shipments







## TRANSFORM YOUR SCHOOLS

No matter if you want to overhaul curricula, start a one-to-one program or just keep your student data secure, there's no better way than hearing directly from your peers. In these case studies, you can find out their secrets, and how to avoid those tricky roadblocks, while speeding your way to success.

### FEATURED



CURRICULA	HARDWARE	SECURITY	SOFTWARE	DIGITAL CLASSROOM	CONNECTIVITY
 <p><b>A Better Future for English Language Learners</b></p> <p>How Hartford, CT, Public Schools and Middlebury Interactive Languages are partnering to close the district's ELL achievement gap. Brought to you by Middlebury Interactive Languages.</p> <p><a href="#">Read more »</a></p>	 <p><b>Effective Personalization in K-12 Math</b></p> <p>How to personalize learning for all your students with LearnBop's automated math tutoring system. Brought to you by LearnBop.</p> <p><a href="#">Read more »</a></p>	 <p><b>Saint Elizabeth HS Creates an Immersive Learning Environment</b></p> <p>Co-ed Catholic school moves 95 percent of its textbooks to the cloud. Brought to you by Comcast Business.</p> <p><a href="#">Read more »</a></p>	 <p><b>How to Boost Your District's Reading and Standards-Based Education</b></p> <p>Discover how this elementary school used MyOn to increase books read and time spent reading. Brought to you by MyOn.</p> <p><a href="#">Read more »</a></p>		

## INFORM SCHOOL LEADERS

Scholastic Administr@tor's Education Resources Library helps school leaders learn how educational products and services are being used in schools similar to theirs. This special case study library covers a wide range of topics so administrators have up-to-the-minute info on the tools they need to transform their schools.

Categories include:

- Devices
- Professional Learning
- LMS/CMS
- SIS
- Curriculum Content
- Software
- Audio Solutions
- Network Management Publishers
- Special Needs/Adaptive Solutions
- AV Solutions/Projectors
- Mobile Device Management
- Assessment
- Printers
- Tech Ed/Vocational Ed
- Social and Emotional Learning

List your case study for free and increase brand engagement with targeted email outreach

# LEVERAGE VALUABLE CONTENT

Scholastic Library Publishing provides the best digital nonfiction solutions for learners of all ages.

- Scholastic GO!  
<http://go.grolier.com/freetrial>  
User ID: gogrolier  
Password: flower
- BookFlix  
<http://bookflix.scholastic.com/freetrial>  
User ID: bookflix  
Password: flower
- TrueFlix  
<http://trueflix.scholastic.com/freetrial>  
User ID: trueflix  
Password: flower
- FreedomFlix  
<http://freedomflix.scholastic.com/freetrial>  
User ID: freedomflix  
Password: flower
- ScienceFlix  
<http://scienceflix.scholastic.com/freetrial>  
User ID: flick  
Password: flower

