

A VITAL MARKET WORTH INVESTING IN



\$634B

TOTAL U.S. SCHOOL
EXPENDITURES 2015-16



55.1M

ELEMENTARY & SECONDARY
STUDENTS

39.0M

PRE-K – GRADE 8
STUDENTS

289.5K

ADMINISTRATORS

3.5M

TEACHERS



\$8.4B

EDUCATION TECH
MARKET



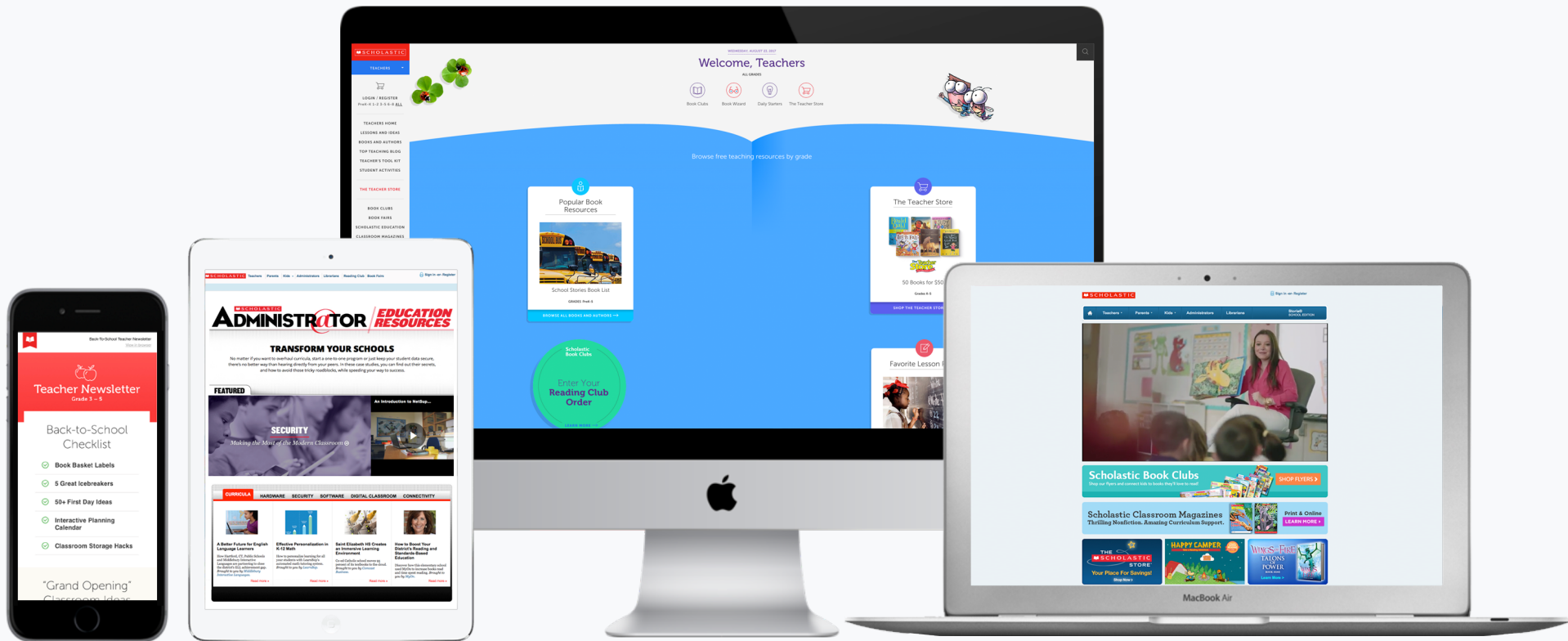
98.3K

K-12 SCHOOLS

13.6K

K-12 SCHOOL DISTRICTS

THE #1 WEBSITE FOR U.S. EDUCATORS



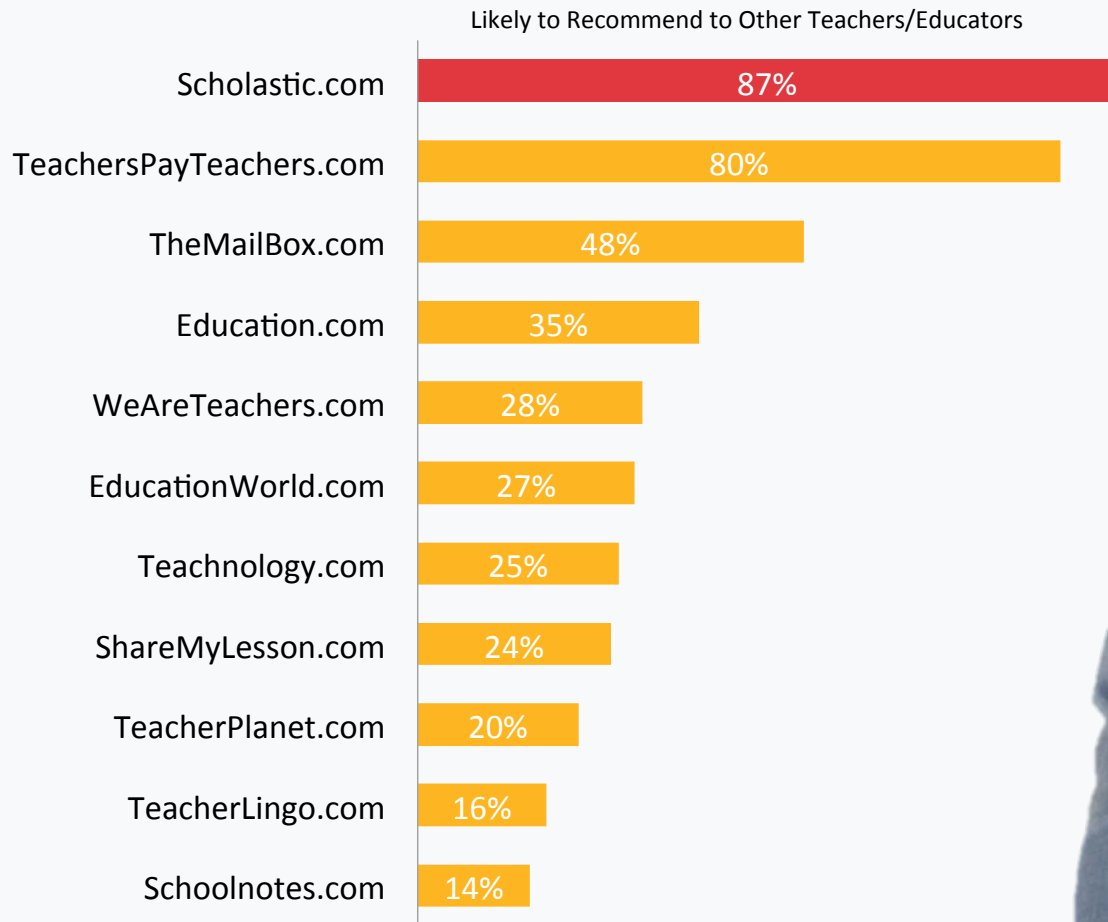
SCHOLASTIC.COM

12+ million
monthly visits

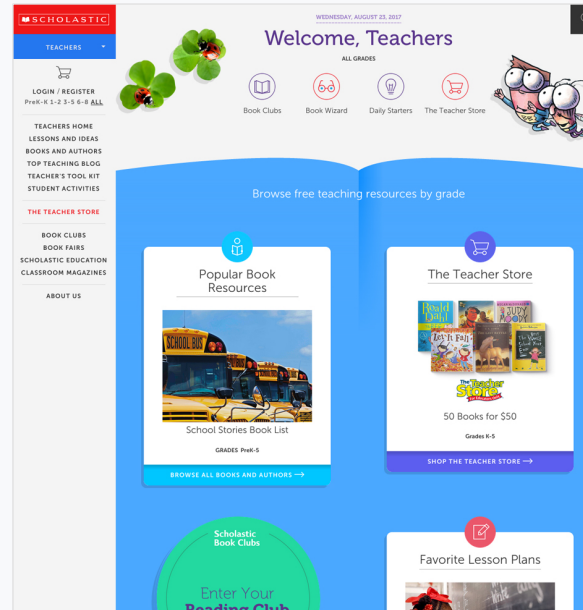
7.5 million unique
visitors/month

73+ million
monthly page views

THE MOST HIGHLY RECOMMENDED EDUCATOR WEBSITE IN THE MARKET



IMPACT AND EXPOSURE



EMAIL & DIGITAL OPPORTUNITIES

Co-branded emails to school leaders and influencers from Scholastic's database

Targeted ad placements on Scholastic's Teacher and Administrator sites

728x90 | 970x66 | 300x250 | 300x600 | 300x50 (mobile)

Editorial placements throughout Scholastic's channels

[VIEW SPECS »](#)

THE INFORMATION EDUCATORS ASK FOR

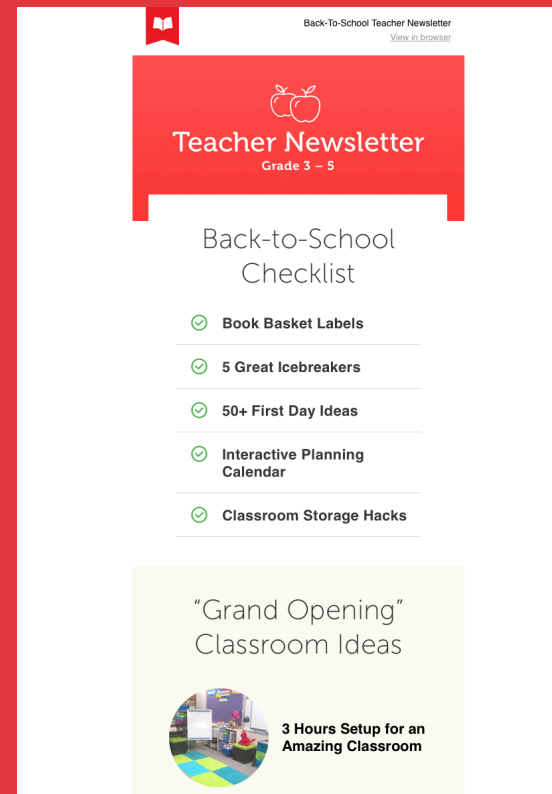


TEACHER GIVEAWAY

Distribution: 280,000

Open rate: 11.10%

CTR: 2.6%



TEACHER UPDATE

Distribution: 850,000

Open rate: 17.08%

CTR: 8.6%

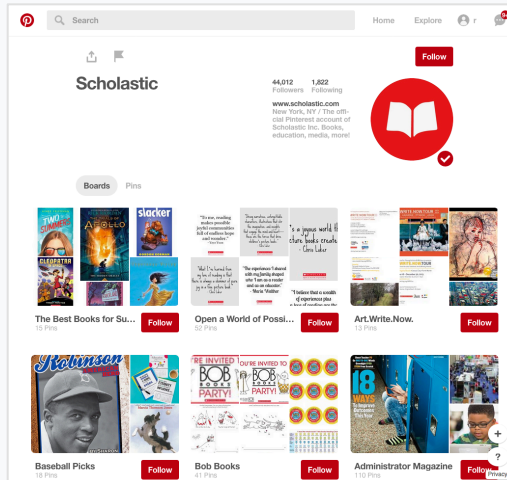
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JOIN THE CONVERSATION



[FACEBOOK.COM/SCHOLASTICTEACHERS](https://www.facebook.com/ScholasticTeachers)

490,000+ likes



[PINTEREST.COM/SCHOLASTIC](https://www.pinterest.com/Scholastic)

44,000+ followers



[TWITTER.COM/@SCHOLASTICTEACH](https://twitter.com/ScholasticTeach)

172,000+ 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

[VIEW SPECS »](#)

YOUR MESSAGE. SCHOLASTIC'S TRUSTED ENVIRONMENT.

- Content that adheres to Scholastic brand standards of excellence
- Exclusive content integration throughout Scholastic digital channels
- Optimized for Scholastic.com search with keyword tags
- Turnkey custom content development and hosting
- Direct drivers to your website or promotional programs
- Web analytics and reporting

CUSTOM PARTNER MICROSITES
ON SCHOLASTIC.COM



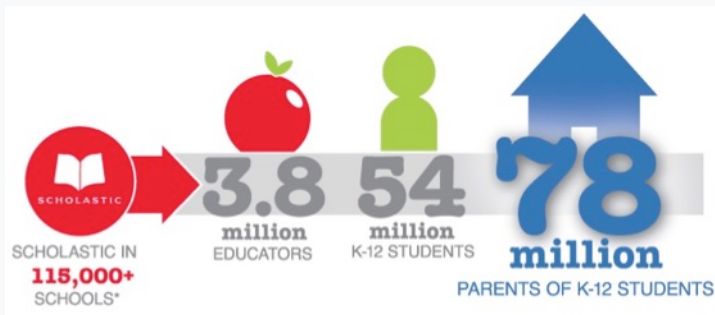
BOSTITCH



SCHOLASTIC
PROFESSIONAL MEDIA

THE LEADING DATABASE IN THE EDUCATION MARKETPLACE

Scholastic's proprietary education database is the largest, most complete and accurate database of its kind, with the ability to reach virtually every teacher and school in the U.S., PreK-12th grade.



What Sets Us Apart?

- **Transactional Data** collected across all lines of Scholastic businesses is supplemented with collected data, giving us the most coverage of the education market at any given time
- **Daily Updates** of customer information each night provides real time data in an ever-changing education landscape
- **Personal Emails** from teachers who transact with Scholastic vs. institution emails that outside data companies collect
- **Trusted Relationships** with teachers and school leaders who trust the Scholastic brand and the content we deliver



TARGETING THAT TRANSLATES

Scholastic's database provides **120+ segmentation opportunities to laser focus on your target audience**

- | | | |
|--|-----------------------|---------------------|
| ✓ 1800+ job titles | ✓ School enrollment | ✓ Title 1 Funding |
| ✓ Type of institution | ✓ School expenditures | ✓ Open/Close Dates |
| ✓ Geographic region (zip radius, DMA, state, etc.) | ✓ HHI | ✓ Technology Budget |
| | ✓ Ethnicity | ✓ And More |

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>A Better Future for English Language Learners</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>Read more »</p>	<p>Effective Personalization in K-12 Math</p> <p>How to personalize learning for all your students with LearnBop's automated math tutoring system. Brought to you by LearnBop.</p> <p>Read more »</p>	<p>Saint Elizabeth HS Creates an Immersive Learning Environment</p> <p>Co-ed Catholic school moves 95 percent of its textbooks to the cloud. Brought to you by Comcast Business.</p> <p>Read more »</p>	<p>How to Boost Your District's Reading and Standards-Based Education</p> <p>Discover how this elementary school used MyOn to increase books read and time spent reading. Brought to you by MyOn.</p> <p>Read more »</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