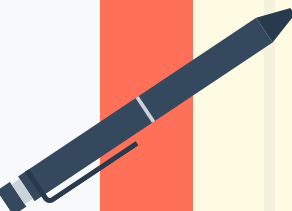


# A VITAL MARKET WORTH INVESTING IN



**\$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**

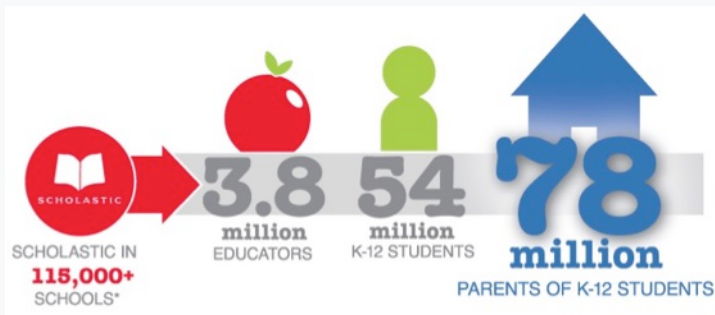
K-12 SCHOOLS

**13.6K**

K-12 SCHOOL DISTRICTS

# THE 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

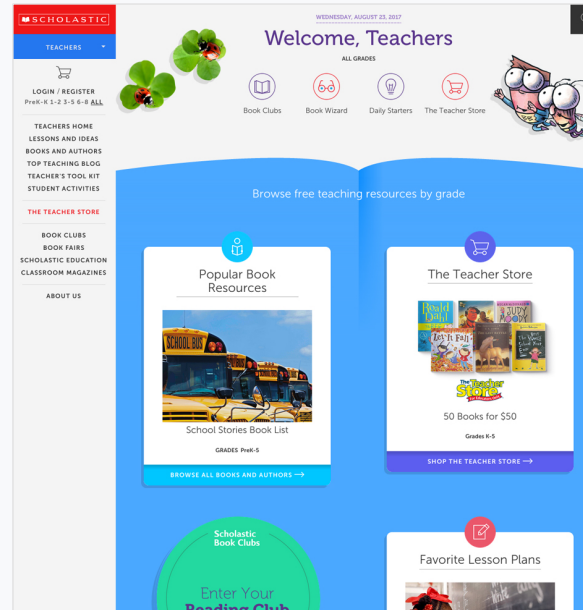


## TARGETING THAT TRANSLATES

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          |

# IMPACT AND EXPOSURE



## EMAIL & DIGITAL OPPORTUNITIES

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

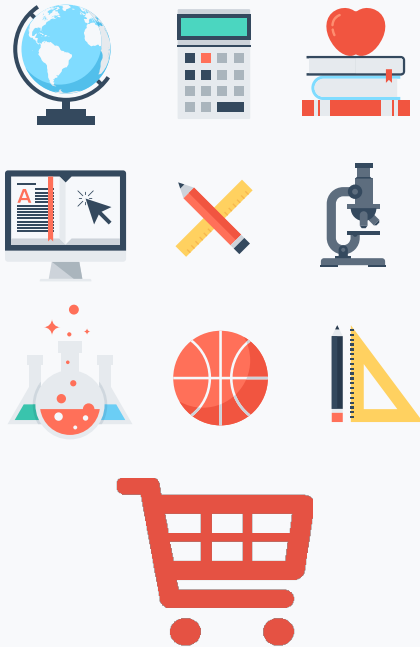
Targeted ad placements on Scholastic's Teacher and Administrator sites

Editorial placements throughout Scholastic's channels

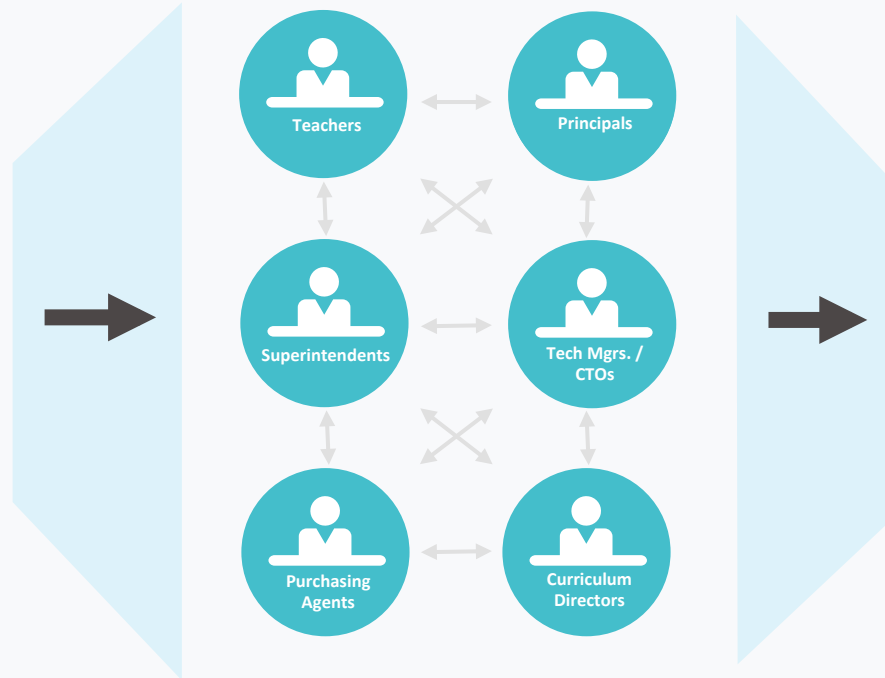
728x90 | 970x66 | 300x250 | 300x600 | 300x50 (mobile)

[VIEW SPECS »](#)

# A CONSULTATIVE + COLLABORATIVE PURCHASE PROCESS



**TYPES OF PRODUCTS RANGE  
FROM CALCULATORS  
TO COMPUTERS**



**COMMUNICATION CHANNELS  
AMONG DECISION MAKERS VARY  
BY TYPE OF PRODUCT PURCHASED**



**MARKETERS NEED TO CONNECT  
AND ENGAGE ACROSS ALL LEVELS  
OF DECISION MAKERS**