

Rate Card, *Administr@tor*

***Administr@tor* is published 6 times per year:**

January/February, March/April, May/June, August, September/October, November/December

4C Rate*	1X	3X	6X
PAGE	\$9,000	\$7,650	\$6,500
2/3	\$7,650	\$6,500	\$5,530
1/2	\$6,500	\$5,530	\$4,700
1/3	\$5,530	\$4,700	\$3,990
1/6	\$4,700	\$3,990	\$3,990

*all rates are net

COVER PREMIUM RATES

2nd cover +20%

3rd cover +15%

4th cover +25%

ONLINE OPPORTUNITIES

SCHOLASTIC'S ADMINISTRATOR SITE

	Ad Sizes
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Button	120 x 90
Transitional	640 x 480

*GIFS, Flash & jpegs only; max of 3 looping rotations;
15k max; 25k for rich media*

*Please see online specs and guidelines for additional ad units

*Please contact your sales rep for ad close dates

SCHOLASTIC ADMINISTR@TOR E-NEWSLETTER

SPECS: Leaderboard – 728x90 pixels

(max of 2 rotations; 15k max file size; 25k for rich media GIFS,
Flash and jpegs only)

SIZES & REQUIREMENTS

MECHANICAL REQUIREMENTS

Page is 3 columns; 140 lines deep; 420 lines to a page. Column width is 2 ½"; saddle-stitched binding.

AD UNIT SIZES

Full Page	7" x 9 ¾"
1/2 Page	4 5/8" x 7 ¼" or 7" x 4 ¾"
1/3 Page	4 ½" x 4 ¾" or 2 ¼" x 9 ¾"

TRIM SIZES

Full Page Trim	7 7/8" x 10 ½"
Bleed Size	8 1/8" x 10 ¾"
Non-Bleed Size	7" x 9 ¾"
Head Trim	1/8"
Foot Trim	1/8"
Face Trim	1/8"
Spine Trim	1/8"
Bleed Spread Size	16 ¼" x 10 ¾"
Spread Size Gutter Bleed Only	16" x 10 ¾"

Keep all live material 3/8" from trim

Printing: Web offset SWOP Standards apply.

DISCLAIMER

Publication is not responsible for any errors made to materials not supplied on disk

SEND MATERIALS TO:

Attn: Elaine Esguerra
557 Broadway
New York, NY 10012
Phone: 212.343.6137
eesguerra@scholastic.com

E-mail materials to: profmag@scholastic.com
Or contact Elaine Esguerra for FTP site information.

SCHOLASTIC.COM ONLINE ADVERTISING

SPECS AND GUIDELINES

AD UNIT	SIZE	TEACHER CHANNEL	ADMINISTRATOR & LIBRARIAN CHANNEL	Parents Channel/Family Playground	STACKS CHANNEL/ KIDS 7-13
LEADERBOARD	728 x 90	•	•	•	•
PUSH-DOWN LEADERBOARD	970 x 66	•		•	
WIDE SKYSCRAPER	160 x 600	•	•	•	•
MEDIUM RECTANGLE	300 x 250	•	•	•	•
LARGE BUTTON	200 x 90			•	•
MEDIUM BUTTON	180 x 150			•	
SMALL BUTTON	120 x 90	•	•	•	•
PEEL-BACK	NA		•	•	•
WALLPAPER	NA			•	•
TRANSITIONAL	640X480	•	•	•	
OVERLAY	300X250	•	•	•	

STANDARD MEDIA & RICH MEDIA SPECS

Standard Requirements

- Maximum file size 100K
- Maximum three loops, 15 seconds max each
- All ad units must launch new browser window when clicked
- Click-thru URLs must be provided live in order to be tested
- Creative must be approved by Scholastic prior to going live
- DFP is used to serve all Scholastic.com ad units

Targeting Capabilities

- Geo-Targeting: City, State, and DMA
- Capping-delivery per user, per day/week/month
- Site Section Targeting (Roadblocks):
 - Educator: Site Sections, targeting by grade
 - Parents (including FP): Site Sections, targeting by age
 - Stacks: Site Sections

Rich Media Requirements

- Maximum file size 100K
- Flash creative should be submitted in the .swf format (Flash version 7 and above)
- Provide back-up gif or jpg file with all swf (flash) files
- Maximum 18 Frames per second
- Close buttons should be added to the root level or level zero
- Please provide jpgs/gifs with creative tags to help maximize the creative approval/quality control process
- Do not code URLs in Clicktags so the server is able to count clicks
- The author of the Flash source (.fla) is responsible for assigning a clickTag variable please see illustrated clickTag instructions and Flash guidelines below.
- Animation: maximum three loops, 15 seconds max each. Must not contain strobing effects or rapidly changing image sequences

Expanding Ads

- Must be user click initiated, have a close/off button, and expand no more than **2x** their original size in the direction specified. Wide skyscrapers must be coded so that they automatically detect the direction to expand to.

Pre-expanding and auto expanding units are not accepted.

AD UNIT	SIZE	EXPANSION SIZE	EXPANSION DIRECTION
LEADERBOARD	728 x 90	728x180	Below
WIDE SKYSCRAPER	160 x 600	320x600	Left & Right
MEDIUM RECTANGLE	300 x 250	600x250	Left
LARGE BUTTON	200 x 90	200x180	Below
MEDIUM BUTTON	180 x 150	360x150	Right
SMALL BUTTON	120 x 90	120x180	Below

Video/Audio Ads (apply to all types of video/audio ads: in-banner, in-player)

- Length: :15 video may automatically start, but :30 must be user-click initiated. Audio must be user-click initiated in both situations.
- Audio must be encoded at a maximum volume of -12db
- Must include a prominent sound on/off button
- Close buttons should be added to the root level or level zero

Audio ads are not allowed on the Educator channel (Teacher, Administrator, Librarian)

In-banner SWF Video ads

- Available in all ad units
- Maximum file size: 100k
- File Format: SWF with proper clickTag
- Length :15 video may automatically start, but :30 must be user-click initiated
- Must have prominent standard controls (i.e. play/pause, audio/mute, and stop)
- Must open a new browser window upon user click-through
- Must reference the video URL in the Flash file
- All In-banner Video Ad units MUST be built by an approved Rich Media vendor

In-player Video ads

Please see contact your sales representative for more information.

In-Banner Motif Video ads

Maximum file size: 100k

Length :15 video may automatically start, but :30 must be click initiated

The Video Content

- DoubleClick will accept video content in nearly any standard format
- Electronic: FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV

The Flash Creative

- The Flash creative requirements for an In-Banner Video ad are the same as any standard Motif Ad with the exception of a placeholder for the video and a requirement of Flash 7 or above.
- Standard Flash creative (Version 7 or higher) with any and all child movies (if necessary) or accompanying files needed for its complete play (XML, JPG, etc.).
- All font files needed in the creative -- Mac and PC.
- Provide back-up gif or jpg file
- A placeholder set in the creative where the video should play with its exact proportions. This can be a rectangular box drawn in Flash.

Overlay/Floater Ad Specs

- **Availability:** Teacher, Administrator and Parent sites
- **Description:** The overlay ad features two components: a standard size Flash banner/rectangle as well as an overlay layer that is triggered from, and then resolves back into the banner/rectangle upon click
- **Policy:** Overlay Ad must be rectangle in shape. The overlay unit must contain hard borders
- **Initial Banner/Reminder Specifications:**
 - Art size: 300x250
 - JavaScript files must be supplied
 - All Creative (jpgs/gif/html/js) must be placed on a live server
 - gif/jpg/flash/rich media file size: 100k max for both initial banner and overlay file
 - The initial banner can either be flat or flash/rich media, if it is Flash we may need t the source files to hook it up with the ad server
- **User flow:**
 - 1.The user sees the initial rectangle banner
 2. User clicks on the rectangle and the overlay unit is triggered
 - 3.The user can close the overlay using the Close button
 - 4.If the user opts to replay the overlay component of the ad, they can do so by clicking again on the rectangle
- **Overlay Ad Specifications:**
 - Overlay and size: 883px;height:553px;
 - Close functionality: Mandatory "Close" button on top right of creative execution
 - File size: 100k max for both initial banner and overlay file
 - Audio initiation: User initiated by click
 - Position: Centered on the screen
 - Video Initiation: Host Initiated — Max length 15 seconds and must have standard controls (i.e., Play/Pause, Audio, Stop).
 - Other: All click through urls in the overlay layer must open in a new browser window.
 - The overlay can either be html or flash/rich media, The iFrame can host anything a normal page can do: html content, Flash, or html 5 type content. It is also possible to have the content scroll within the iFrame.
- **Submission Requirements:**
 - Format: 3rd party tags
 - Creative type: All Rich Media subject to approval. Assets Due: 7 business days prior to launch

Please ask your rep for additional information or a creative template

Push-Down Leaderboard ads

- The ad runs on the Teacher, Parent and Family Playground homepage and main pages.
- Ad size:
 - Collapsed: 970 x 66 (standard OPA size)
 - Expanded: 970 x 418
- File size: max 100K
- File format: swf and backup jpg or internal redirect tags.
- Must include an "Advertisement" label.
- The ad pushes down content upon click.
- Must include clearly defined Expand & Close click buttons. The ad needs to collapse if the user clicks the close button OR if the user does not interact with the user initiated expanded ad for 7 seconds.
- Audio must be user initiated by a click and must stop after 7 seconds if the ad is expansion mode.
- The Flash file needs to have all the necessary ActionScript coding embedded inside the file to allow for the expanding and collapsing of the ad. We also need the custom creative code necessary to get the ad to serve on the site.
- The specs for Scholastic flash ads apply to the push-down leaderboard ads as well (loops, frames per second, Flash version etc).

[Please ask your rep for additional information or a creative template](#)

Third-Party Guidelines

Serving:

- Third-party ad serving is accepted. Scholastic.com uses Dart for Publishers for ad serving.
- All creative must function on Mac and PC platforms and in any browser version of Firefox, Safari, Chrome, and IE.
- Third-party tags must serve a default GIF/JPG for browsers that do not support rich media.
- Creative substitution or modification to existing campaigns via the Third-party vendor without prior approval is prohibited. If creative is changed through the third-party vendor without prior approval, campaigns will be immediately deactivated until it is confirmed that the creative complies with site specs.

Tracking and Billing on 3rd Party Data:

- Please make sure to indicate tracking requirements on the IO.
- Scholastic can bill based on 3rd party delivery numbers. Please provide us with a login to the 3rd party ad server along with the IO.

Accepted Vendors:

Any 3rd party vendor is accepted as long as the creative will allow Scholastic to implement the click tracking macros for DART.

INTERSTITIAL AD SPECS

Peel-Back

Available on Landing Pages of **Parents, Family Playground, Stacks and Administrator**

- See sample [here](#).
- **Teaser Dimension (Dog Ear):** 75x75
- **Expanded Dimension:** 500x500 (the peeled corner is included in these dimensions). Only half of this area will be visible.
- **Size:** 100k max for all files combined
- **Format:** jpg/gif, swf (fla is required along with the swf file), flv with backup gif or jpeg. See Rich Media specs [above](#).
- **Animation/Looping:** restricted to three loops, 15 seconds per loop maximum
- **Frames:** 18 fps
- **Close Action:** Close button is mandatory. It should appear in the expanded portion of banner in the lower left corner of peel.
- **Placement:** The teaser will be placed to the right of the page, not to obstruct the editorial. The ad should peel to the left.
- **Video:** :15 video may automatically start, but :30 must be user-click initiated. Creative template available upon request.
- **Audio:** user-click initiated
- **URL** should be set to "new window".
- Should include an "Advertisement" / "Ad" slug
- Creative template available upon request.

[Please ask your rep for additional information or a creative template](#)

Wallpaper/Background/Skin

Available on Landing Pages of **Stacks**

- See sample [here](#).
- Two files are needed:

1. Primary Image: 1401x1653px maximum. We recommend placing the featured content in the right gutter (D, 280px wide). Please note wallpaper design underneath content space (B, 920px wide) may be covered on some portions and it needs to be solid color or a non-intrusive pattern. Non-featured content and imagery may extend beyond the gutters to create a better user experience for users with larger monitors or using higher resolutions. Edges must fade to a solid color on sides and bottom to prevent users from seeing a hard edge. Solid fade-to hex color needed (currently #E5E5E5, light gray) starts immediately underneath the primary image (E).

2. Tiled Right Image: 50x1653px. The bottom of this file should also fade into the same hex color.

- **Overall File Size:** 100k max
- **Format:** GIF/Jpg
- **Animation/Looping:** Not Allowed
- **Creative Guidelines:** No Text. Images must be muted (approx opacity 80-90%)
- **Video:** N/A
- **Audio:** N/A
- **Data collection:** N/A
- **Close button restrictions:** None
- **Gutters:** Content Width = 980px
Right gutter width = 280px
Left gutter width = 35px
Please provide a 5px buffer between page content area and wallpaper content.
- **Horizontal and vertical tiling:** Not allowed.
- **Scroll follow:** Not allowed. Gutter images must remain fixed in browser when user scrolls down.
- **Background color:** Any, must be thematically consistent with Takeover content. All Scholastic site content must still be visible and legible.
- **Click-Through:** The wallpaper ad **cannot** be clickable.

Wallpaper/Background/Skin

Available on Landing Pages of **Family Playground**

- See sample [here](#).
- Two files are needed:

1. Primary Image: 1370x1447px maximum. We recommend placing featured content in the right and left gutters (A,C, 170px wide each). Please note wallpaper design underneath content space (B, 900px wide) will be covered. Non-featured content and imagery may extend beyond the gutters to create a better user experience for users with larger monitors or using higher resolutions. Edges must fade to a solid color on sides and bottom to prevent users from seeing a hard edge. Solid fade-to hex color needed (currently #E5E5E5, light gray) starts immediately underneath the primary image.

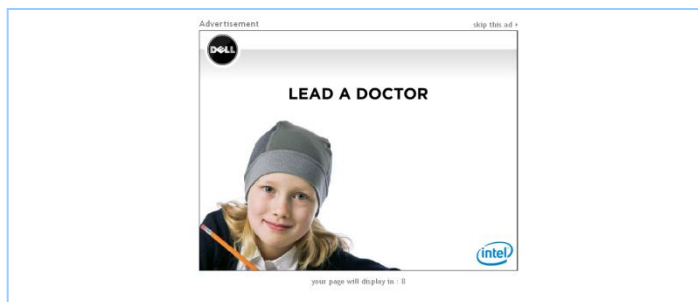
2. Tiled Right Image: 50x1447px. The bottom of this file should also fade into the same hex color.

- **Overall File Size:** 100k max
- **Format:** GIF/Jpg
- **Animation/Looping:** Not Allowed
- **Creative Guidelines:** No Text. Images must be muted (approx opacity 80-90%)
- **Video:** N/A
- **Audio:** N/A
- **Data collection:** N/A
- **Close button restrictions:** None
- **Gutters:** Content Width = 900px
Right gutter width = 170px
Left gutter width = 170px
Please provide a 5px buffer between page content area and wallpaper content.
- **Horizontal and vertical tiling:** Not allowed.
- **Scroll follow:** Not allowed. Gutter images must remain fixed in browser when user scrolls down.
- **Background color:** Any, must be thematically consistent with Takeover content. All Scholastic site content must still be visible and legible.
- **Click-Through:** The wallpaper ad **cannot** be clickable.

Transitional (In-Between Pages) Ads

Available on the **Parents, Teacher** and **Administrator** websites

- **Dimensions:** 640x480
- **Placement:** The ad will be served on a separate page when clicking to an article page from a landing page/homepage. It will serve once per browsing session.
- **Display duration:** 15 seconds
- **File Size:** 100k max
- **Format:** jpg/gif, swf (fla is required along with the swf file), flv with backup gif or jpeg. See Rich Media specs [above](#).
- **Animation/Looping:** restricted to 15 seconds maximum
- **Frames:** 18 fps
- **Video and Audio:** 15 seconds maximum. Needs to be user-click initiated
- **URL** should be set to "new window".
- Ad does not expand



Stacks Poll Sponsorship

Poll background

Size: 285x240

The background should have the text "Today's Poll" in the top 40 px.

Design should be simple enough in the main body that the question text is easily readable on top of it.

More complicated design elements can be incorporated around the edges of the poll:

- Next to the copy in the top 40 px
- Next to the vote button in the bottom 40 px
- Along the sides, next to the poll copy:
 - Approximately 20 px on the left side
 - Approximately 50 px on the right side

Vote button

Size: 75x24

Should contain the word "Vote" on it.

Sponsorship box

Size: 285x45

Should have a solid color background.

In simple, easy-to-read font (Arial, Veranda, etc.) must contain the copy:

- "Today's Poll sponsored by" or "Sponsored by"

Can contain logo and/or an additional line of text.

NOTE: All designs are subject to approval.

Creative template available upon request.

Please ask your rep for additional information or a creative template



File Naming Convention:

Please submit creative using the file naming convention below:

Advertiser_Channel_Size_SpecialInstructions.ext (ex. DreamWorks_Stacks_728x90_ROS.swf)

Lead Time:

Standard Media: 5 business days

Rich Media: 7 business days

New forms of rich media may require additional time for Scholastic approval - on a case by case basis. Please coordinate with your sales rep.

Click Tags:

DFA Tags (JavaScript)

```
<script language="JavaScript"
src="http://ad.doubleclick.net/N4206/adj/rmm.scholastic/primrose13sc_parents_300x250;click=%c;sz=300x250;ord=%n"
type="text/javascript"></script> <noscript><a
href="%http://ad.doubleclick.net/N4206/jump/rmm.scholastic/primrose13sc_parents_300x250;sz=300x250;ord=%n"
target="_blank"></a></noscript> <script type="text/javascript"> var adid = %eaid!; </script>
```

Macros: click=%c, %c, %n

NEWSLETTER ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Newsletter	Frq/Mo	List Size	120x240	728x90	490x225	180x150	88x31	120x90	300x250	586x66
Teacher	1	650,000								●
Book Update	1	165,000		●					●	
Giveaway	1	350,000	●	●						
Admin	1-2	200-300K		●				●		
Parent	1	150,000			●	●	●			

Newsletter Ad Submission Guidelines

1. Maximum file size 15K
2. Must provide a .gif or jpeg file or a 3rd party tag
3. URLs and click commands must be provided live in order to be tested
4. Maximum three loops, 15 seconds max each
5. NO Flash ads allowed. Please provide a .gif or .jpg file instead
6. We accept 3rd party tracking pixels and click commands

Administrator Update sponsorships should be accompanied by a title (max 50 characters) and a text (max 200 characters).

Sample newsletters

Parent Update:

http://www.scholastic.com/ems/eScholastic_Families/NewPNL/Preschool.html (Preschool)

http://www.scholastic.com/ems/eScholastic_Families/NewPNL/Elementary.html (Elementary)

Teacher Update:

http://www.scholastic.com/ems/escholastic_educators/080213_TNL/TNL_gen.html

Book Update:

http://www.scholastic.com/ems/Trade/BU_view/BU_new.html

Lead Time

Campaign assets (visual and URL) must be received **3 weeks** prior to the campaign deployment date.

Online Ad Policy

Ad Creative Policy:

Ad creative that does not adhere to the scholastic.com spec sheet, including Rich Media guidelines, clickTag instructions, file sizes, etc., will not be accepted.

Online ads must adhere to Scholastic.com's creative standards. Ads on The STACKS must also follow COPPA, CARU, & KidsLaw regulations. Scholastic will enforce appropriate restrictions concerning children's gullibility, appropriateness of product and/or type of offer and age of child.

Late Creative, Changes & Cancellations:

All creative materials must be Scholastic approved and final files received 5 (standard) to 7 (rich media) days prior to the launch of a campaign. If creative is delayed, Scholastic reserves the right to extend the campaign end date by the same number of days creative was delayed. Scholastic will not guarantee the start date for late creative.

Scholastic.com follows and upholds the IAB Cancellation & Termination terms under section V.b:

Upon the serving of the first impression of the IO, Agency may cancel the IO for any reason, without penalty, by providing Media Company written notice of cancellation which will be effective after the later of: (i) 30 days after serving the first impression of the IO; or (ii) **14 days after providing the Media Company with such written notice.**

Rejecting Creative:

Scholastic reserves the right to reject (approve) ad creative that runs on the Scholastic.com.

Failure to comply with Scholastic.com lead times and creative specs may result in delayed campaigns.

We do not accept: floating and pre-expanded ads.

Educator Channel

Teacher Site

The screenshot displays the Scholastic Teachers website interface. At the top, there's a navigation bar with links for Teachers, Parents, Kids, Administrators, Librarians, Book Clubs, and Book Fairs. A search bar is prominently featured. The main header includes the 'Teachers' logo and a 'National Poetry Month' banner. Below this, a navigation menu offers options like Resources & Tools, Strategies & Ideas, Student Activities, Books & Authors, Products & Services, Shop, and Stora™ eBooks.

The central content area is divided into several sections:

- What's New:** Includes links to Book Clubs, Book Wizard, Lesson Plans, and The Teacher Store.
- Celebrate National Poetry Month!**: A featured section with a 'Go Now' button.
- Daily Starters:** A section for Grades 3-5 with a 'Language' dropdown and a 'Shining Ultrabright' book cover.
- Shop:** Promotes funding use and offers a 10% discount on Traits Writing shop.
- E-Reading Resources:** Encourages creating an e-learning classroom with e-reading resources and Stora™ Learn more.
- Books & Authors:** Features 'My Parents Think I'm Sleeping' lesson plan for Grades 3-5.
- Teaching Tools:** Offers everything needed for Poetry Month, including printables, planning calendars, and videos.
- Teacher-to-Teacher Blogs:** Includes 'Holding On to Our Beliefs in a Time of Test Prep' and 'Teaching Tools for Reading Workshop'.
- My Books:** A highlighted section titled 'WHAT HAPPENS TO CHILDREN DURING THE SUMMER?' showing a progression from Grade 1 to Grade 2, with a 'LEARN MORE' button.

A red arrow points from the 'My Books' section to a red-bordered box containing the text 'Medium Rectangle 300x250'.

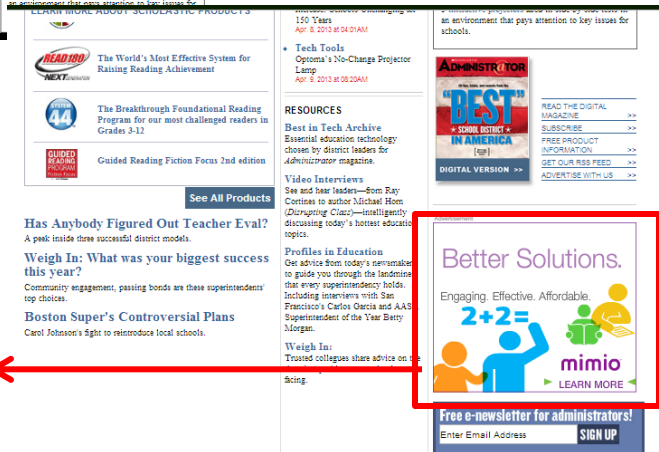
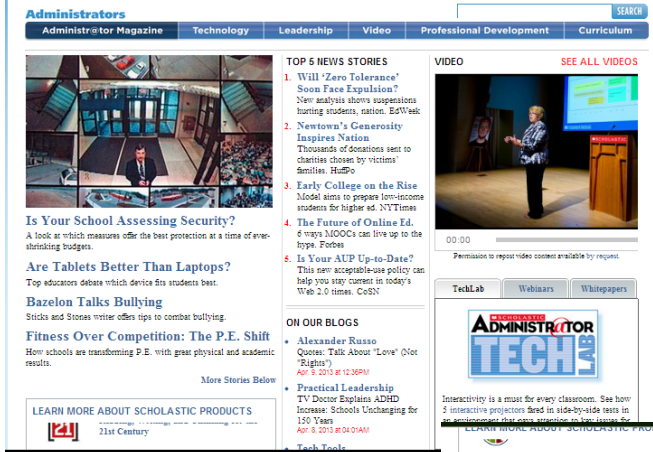
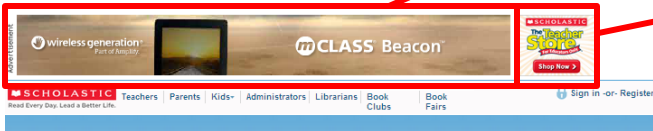
Medium Rectangle
300x250

Educator Channel

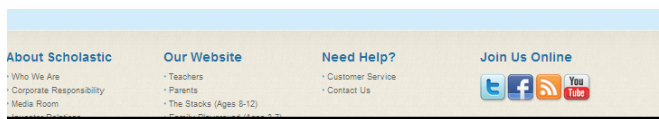
Administrator Site

Leaderboard 728x90

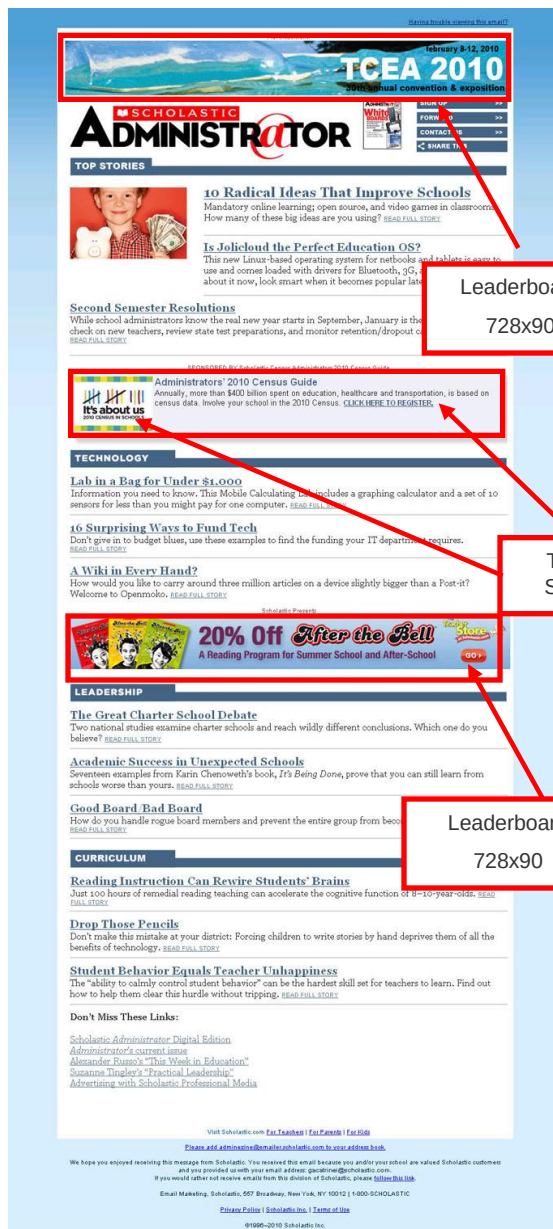
Button 120x90



Medium Rectangle
300x250



Administrator Newsletter



February 8-12, 2010
TCEA 2010
National Convention & Exposition

SCHOLASTIC ADMINISTRATOR

TOP STORIES

10 Radical Ideas That Improve Schools
Mandatory online learning; open source, and video games in classrooms. How many of these big ideas are you using? [READ FULL STORY](#)

Is Linux the Perfect Education OS?
This new Linux-based operating system for notebooks and tablets is easy to use and comes loaded with drivers for Bluetooth, 3G, and more. About it now, look smart when it becomes popular later. [READ FULL STORY](#)

Second Semester Resolutions
While school administrators know the real new year starts in September, January is the best time to check on new teachers, review state test preparations, and monitor retention/dropout rates. [READ FULL STORY](#)

Administrators' 2010 Census Guide
Annually, more than \$400 billion spent on education, healthcare and transportation. Is based on census data. Involve your school in the 2010 Census. [CLICK HERE TO REGISTER.](#)

TECHNOLOGY

Lab in a Bag for Under \$1,000
Information you need to know. This Mobile Calculating Lab includes a graphing calculator and a set of 10 sensors for less than you might pay for one computer. [READ FULL STORY](#)

16 Surprising Ways to Fund Tech
Don't give in to budget blues, use these examples to find the funding your IT department requires. [READ FULL STORY](#)

A Wiki in Every Hand?
How would you like to carry around three million articles on a device slightly bigger than a Post-it? Welcome to Openmoko. [READ FULL STORY](#)

20% Off After the Bell
A Reading Program for Summer School and After-School. [GO](#)

LEADERSHIP

The Great Charter School Debate
Two national studies examine charter schools and reach wildly different conclusions. Which one do you believe? [READ FULL STORY](#)

Academic Success in Unexpected Schools
Seventeen examples from Karin Charney's book, *It's Being Done*, prove that you can still learn from schools worse than yours. [READ FULL STORY](#)

Good Board, Bad Board
How do you handle rogue board members and prevent the entire group from becoming a liability? [READ FULL STORY](#)

CURRICULUM

Reading Instruction Can Rewire Students' Brains
Just 100 hours of remedial reading teaching can accelerate the cognitive function of 9-10-year-olds. [READ FULL STORY](#)

Drop Those Pencils
Don't make this mistake at your district: Forcing children to write stories by hand deprives them of all the benefits of technology. [READ FULL STORY](#)

Student Behavior Equals Teacher Unhappiness
The "ability to calmly control student behavior" can be the hardest skill set for teachers to learn. Find out how to help them clear this hurdle without tripping. [READ FULL STORY](#)

Don't Miss These Links:

[Scholastic Administrator Digital Edition](#)
[Administrator's current issue](#)
[Alexander Pope's "The Week in Education"](#)
[Susanne Tingley's "Practical Leadership"](#)
[Advertising with Scholastic Professional Media](#)

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Book Update Newsletter

Meghan's Book Update
March 2013

Featured This Month >>

Bring Women's History to Life >
Celebrate Women's History Month with lesson plans and online activities that honor extraordinary women.
[Lesson plans and teaching tips, aligned to Common Core >](#)
[Meet women who changed history >](#)

Brian Selznick Designs Children's Book Week Poster >
Caldecott medalist Brian Selznick designed this year's poster for Children's Book Week, beginning March 18, which marks the 94th anniversary of the longest-running literary initiative in the country.
[Take a virtual field trip with Brian Selznick to the American Museum of Natural History >](#)

Leaderboard, 728x90

Harry Potter JOIN NOW!
New activities every month!

Nonfiction [see all](#)

Discover More This Spring >
From the depths of the ocean to the space beyond the stars, Scholastic Discover More encourages kids to explore new worlds with a fully-immersive reading adventure and FREE digital companion books.
[Watch a demo video >](#)

Andrew Jenks: My Adventures as a Young Filmmaker >
A personal look at the wild, outlandish, and dangerous journey of Andrew Jenks as he documents people from all walks of life.
[Download an excerpt \(PDF\) >](#)
[Watch the trailer >](#)

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8,000 Paperbacks 30% OFF
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Scholastic Presents
"Wonderful... will pierce all readers."
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2 Medium Rectangles, 300x250

Giveaway Newsletter

VILLANOVA UNIVERSITY **MASTER'S DEGREES in EDUCATION (plus certification) and COUNSELING**

Instructor

GREAT FINDS for March
[Giveaways](#) [Contests](#) [Grants](#)

This month, along with our usual list of fun freebies, we've included ways for you to celebrate spring science and STEM learning.
Best wishes, Instructor

Spring Forward!
Find experiments, lessons, activities, and more to help you welcome spring.

STEM Power
Get girls into STEM with videos, career information, and more, from iCircuit USA.

PLAN SAVE SUCCEED!
Savvy Savers
Help students grades 6-8 have brighter financial futures with lessons, printables, and activities from The Actuarial Foundation.

Scholastic Art & Writing Awards 90 YEARS OF CREATIVITY
National Awards Ceremony
Check out this [live webcast](#) of the Scholastic Arts and Writing Awards, and help celebrate 90 years of creativity! May 31 6:00 pm ET / 3:00 pm PT

Ask, Listen, Learn
Help kids in grades 5-7 live healthier, more balanced lives with lessons, worksheets, and student games from Century Council.

Printables
MARCH ONE-DAY SALE TODAY
TRY IT FREE FOR A WEEK
Subscribe Now!

My Books SUMMER
PROVIDE SUMMER LEARNING OPPORTUNITIES WITH GREAT BOOKS AND RESOURCES
Summer Reading Program Up to 60% off
SHOP NOW!

Scholastic Presents
8,000 Paperbacks 30% OFF
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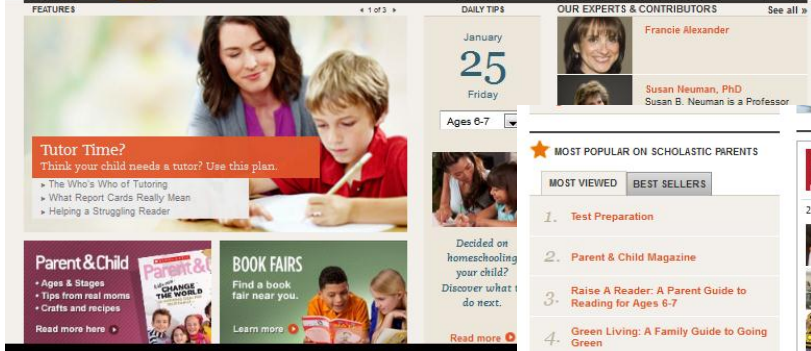
Leaderboard, 728x90

2 Half Skyscrapers 120x240

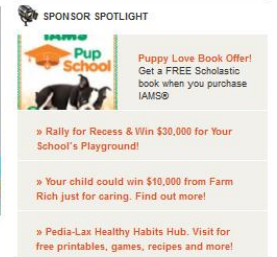
Parents Channel

Leaderboard
728x90

Button
200x90



2 Medium Rectangle
300x250



Leaderboard
728x90



Leaderboard
728x90

Button
200x90



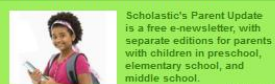
Medium Rectangle
300x250



More For Parents



Subscribe to Our Parent Newsletter



Learning Games and Printables

Looking for learning games and printables for kids? Here you can find *ISPY* learning games, *Clifford* printables, and interact with other great Scholastic brands. Just use the interactive menus at the top to browse the site.

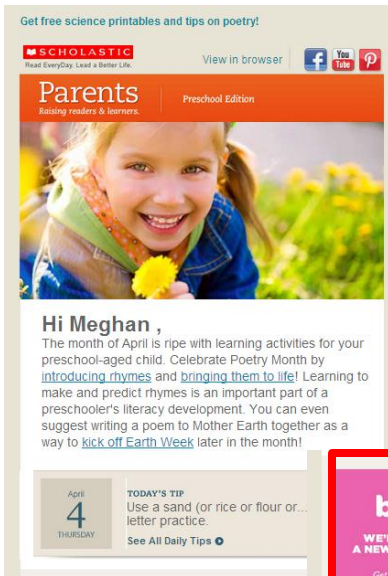
Leaderboard
728x90



Large Button
180x150

Parents Channel

Parent Newsletter



490x225



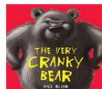
Books & Reading

Check out April's top books and book lists.



Perfect Poetry for Preschoolers

Delight your child with the rhythms and sounds in these perfect books for read-alouds.



Top Rhyming Books

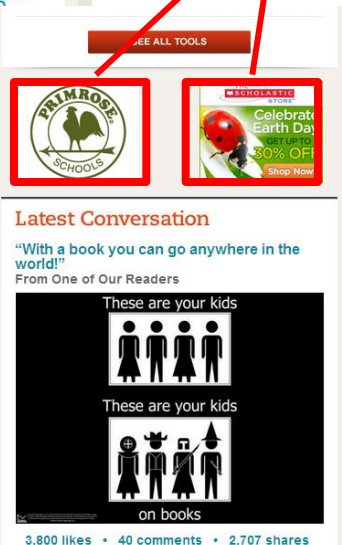
Make reading these books a game and watch your child's interest in rhyming—and reading—soar!



Can You See What I See? OUT OF THIS WORLD

Explore Walter Wick's search-and-find book. See What I See? OUT OF THIS WORLD with the whole

2 Buttons
180x150



Stacks Channel

Leaderboard

728 x 90

3 Button Ad Sizes Available:

200 x 90*

150 x 90

120 x 90

Medium Rectangle

300 x 250

2 Skyscraper Ad Sizes Available:

160 x 600*

OR

120 x 600

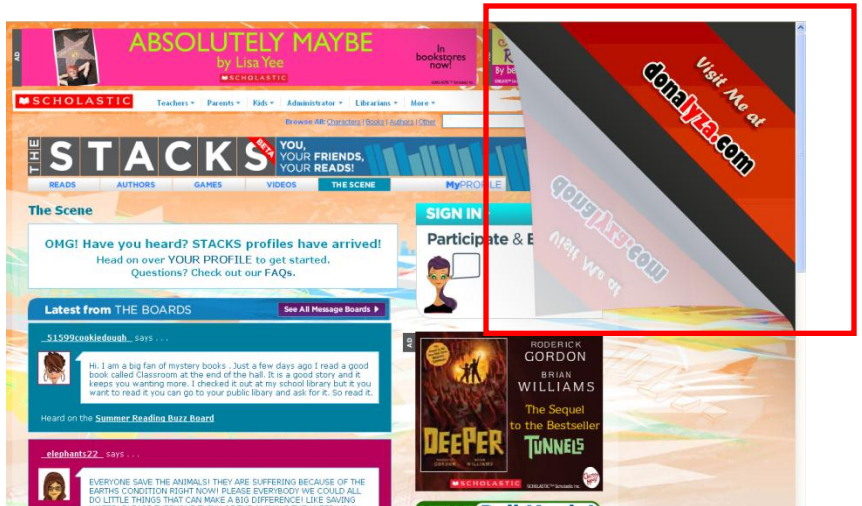
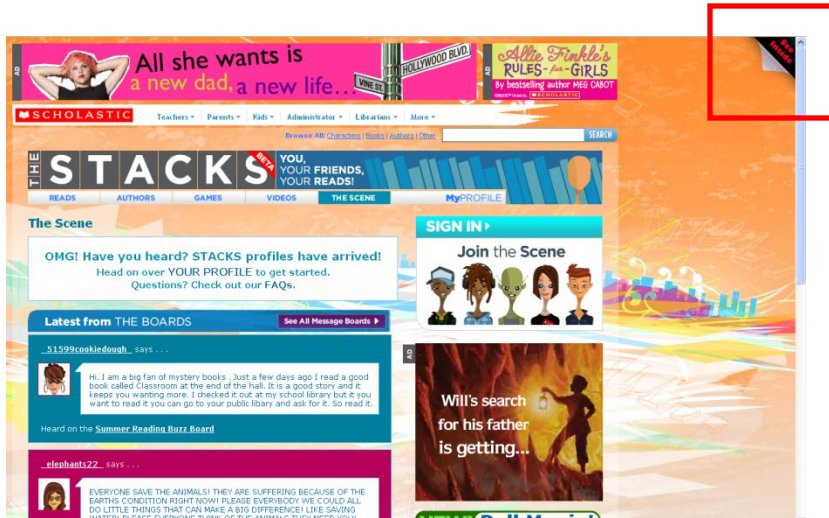
*indicates preferred size

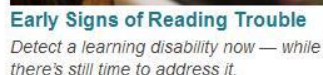
Contact us today!



Peel-Back Ad Sample

Stacks site





Overlay Initial state

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Grades 5/6

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Overlay Final state

Primary Image

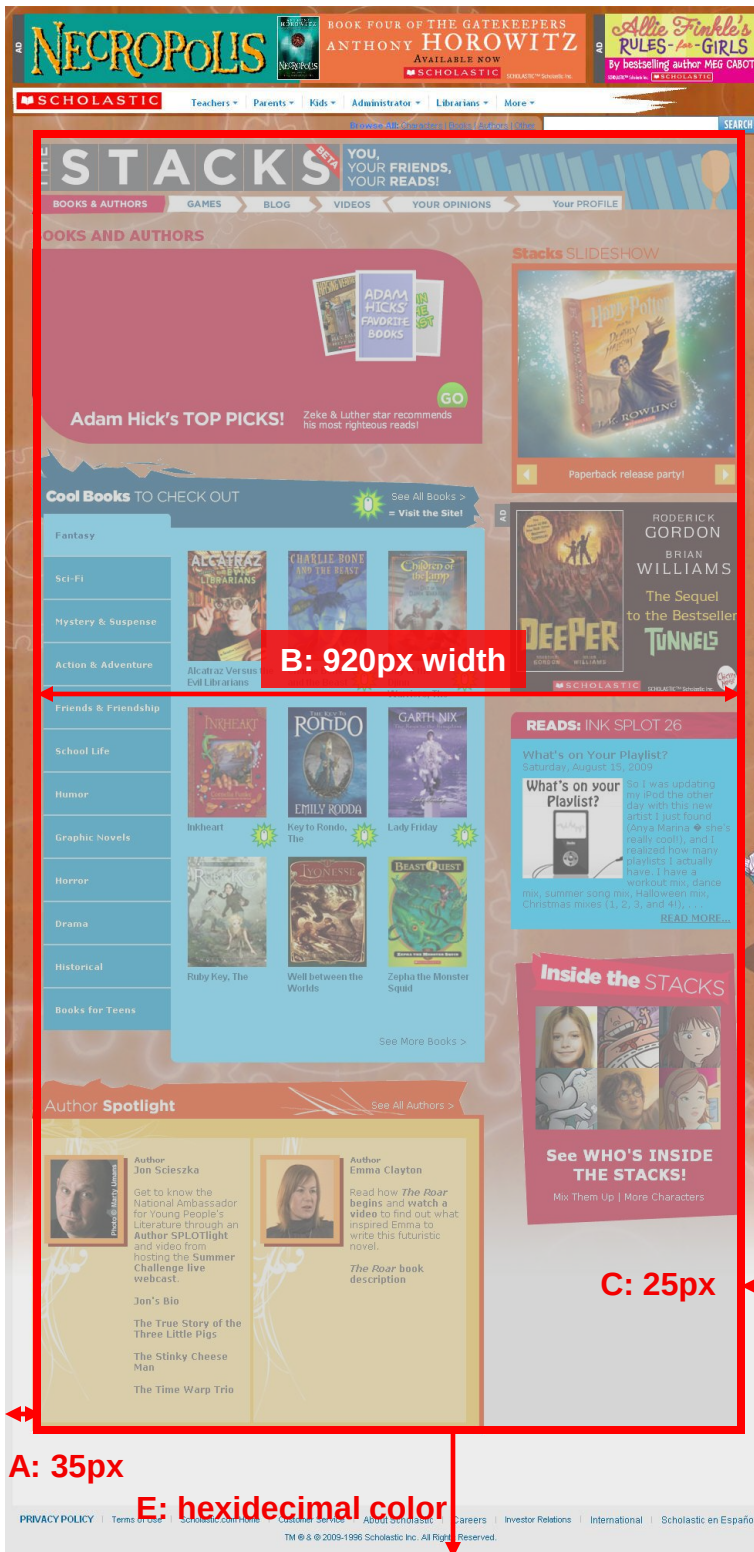
Secondary Image

D:50px

E: hexadecimal color

Stacks Wallpaper Ad Sizes

Primary Image



Secondary Image



E: hexadecimal color

Scholastic Online Video Advertising Spec Sheet

Locations:

Teacher Hub: <http://www2.scholastic.com/browse/video.jsp>
Stacks Hub: <http://www.scholastic.com/kids/stacks/videos/>
Parents Hub: http://www2.scholastic.com/browse/parents_video.jsp

Products:

Video Pod 728* (pre-roll ad 480x360, 300x250 and 728x90)
 Video Pre-roll (pre-roll ad 480x360 only)
 Video 728 (leave-behind 728x90 only)
 Video Overlay Pod 728* (overlay ad 480x90, 300x250, 728x90)
 Video Overlay (Overlay ad 480x90 only)

** Impressions are counted per pod and not per ad unit.*

Keep in mind:

Video ads will run once every two videos.
 No ads will run on the *Scholastic News* player in the Teacher Hub.
 The advertiser name must be clearly displayed.
 Each of the ad units can have its own click-thru URL.

Tracking:

If the files provided are actual swf, flv, jog, gif, files, Scholastic will host them to Dart/Akamai and track them via Dart. If you need to ensure tracking on your end, please supply **Internal Redirect tags** for all components. If we are hosting the pre-roll video on our server, please supply pixel trackers and click commands as follows:

For a pod, please supply 3 pixel trackers for the pre-roll ad so we can deliver quartile reporting (track the beginning, mid and end of the pre-roll). There is no need to supply pixels trackers or click commands for the companion units since the pre-roll and companions will all serve together as one unit in the player. You can also supply just one pixel tracker.

For a pre-roll ad only, please supply 3 pixel trackers and a click command.

For a 728x90/overlay only, please supply a pixel tracker and a click command.

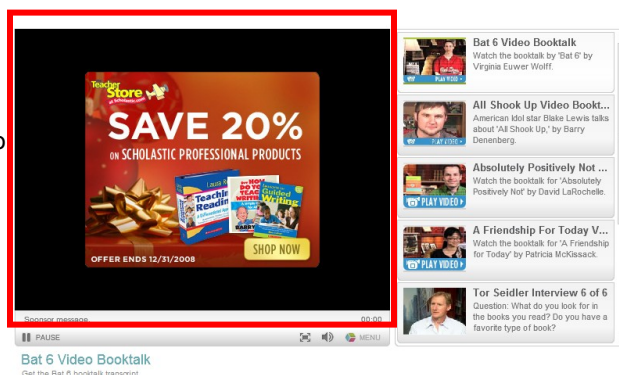
Specs for the standalone units/ad units within the pods

I. Video Ad Spec – Pre-roll

Formats supported: .FLV, .SWF, .JPG, or Static .GIF. **NO expanding ads, NO animated Gifs**

FLV

- Dimensions – 480x360 (4:3 Full Screen)
 - File size max - **100K max if hosted on our end**
- Video length (in seconds) – Brightcove players support any length video ads. - **15 (30 seconds allowed only on the Parents channel)**
 - Flash version – Flash 7/Flash 8
 - Frame rate – same as source or ½ of source (15 – 30 fps)
 - Key frame – every 30-60 frames (2 seconds)
 - Video Data Rate – 600kbps
 - Audio Data Rate – 48kbps
 - Total Data Rate – 648kbps
- It is recommended to crop to TV-Safe Area and de-interlace. Video should not include a leader.



- Clickable, please supply a click-thru URL
- 3rd Party Serving: A single redirect (http:// or https:// path) to the FLV is permitted. Must contain the .flv extension in the creative return. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment. This means no expanding ads are allowed.

SWF

- Dimensions – 480x360 (4:3 Full Screen)
- File size max - **100K max if hosted on our end**
- Video length (in seconds) – Brightcove players support any length video ads. - **15 seconds (30 seconds allowed only on the Parents channel)**
- The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames @ 30 fps).
- Flash version – Flash 7/Flash 8
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Max animation length - **15 seconds**
- Looping restriction - **3x**
- Requires a 480x360 (or 480x270) rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. This can have opacity of 0%, but must be present so the Brightcove player can size the movie properly.
- Content must begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing
- A stop(); action should be placed in the final frame on the main timeline.
- Must not reference level0 in Actionsript. References should not be made to _root unless _lockroot=true. It is recommended that relative paths be used instead.
- Any reference to any methods or properties of the Stage class must be removed.
- Actionsript should not change the player quality.
- Preloaders are built into the players, so should not be present in the movie.
- To get the play/pause buttons to appear when using a SWF in the video ad window, please use the ad creative templates (available upon request).
- If not using the creative templates supplied by the Brightcove publisher, please add these lines of code to the first frame of the file:

```
System.security.allowDomain("*");
System.security.allowDomain("http://admin.brightcove.com");
```

- Clickable, please supply a click-thru URL and implement the clickTag function as described in clickTag section below.
- 3rd Party Serving: A single redirect (http:// or https:// path) to the creative asset is permitted. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment. This means no expanding ads are allowed.

JPG or static GIF

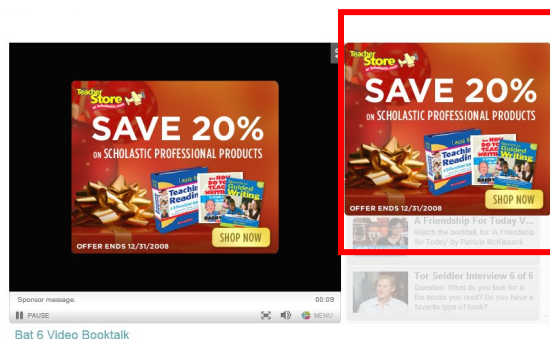
- Dimensions – 480x360
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

II. 300x250 Expandable Banner (served only as Video companion within the Video Pod)

Formats supported: .SWF, .JPG or static .GIF. **NO expanding ads, NO animated Gifs**

SWF

- Dimensions – 300x250
- File size max - **100K max if hosted on our end**
- Banner length (in seconds) – Companion will display for the duration of the pre-roll.



- The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames @ 30 fps).
- Flash version – Flash 7/Flash 8
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Max animation length -**15 seconds**
- Looping restrictions - **3x**
- Requires a 300x250 rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. This can have opacity of 0%, but must be present so the Brightcove player can size the movie properly.
- Content must begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing
- A stop(); action should be placed in the final frame on the main timeline.
- Must not reference level0 in Actionsript. References should not be made to _root unless _lockroot=true. It is recommended that relative paths be used instead.
- Any reference to any methods or properties of the Stage class must be removed.
- Actionsript should not change the player quality.
- Preloaders are built into the players, so should not be present in the movie.
- Clickable, please supply a click-thru URL and implement the clickTag function as described in clickTag section below.
- 3rd Party Serving: A single redirect (http:// or https:// path) to the creative asset is permitted. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment. This means no expanding ads are allowed.

JPG or static GIF

- Dimensions – 300x250
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

III. Leave Behind Banner (served as part of Video Pod OR stand alone)

Formats supported: .SWF, .JPG, or static .GIF. **NO expanding ads, NO animated Gifs**

SWF

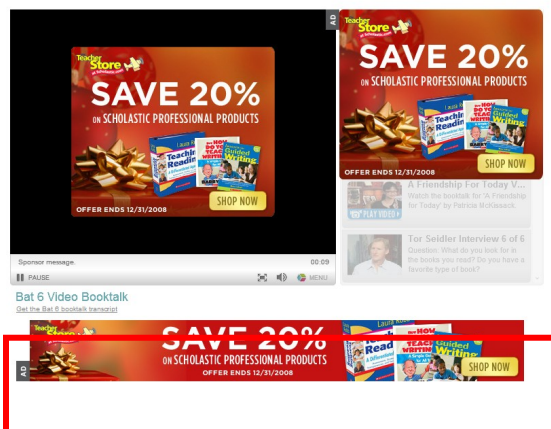
- Dimensions – 728x90
- File size max - **100K max if hosted on our end**
- Banner length (in seconds) – Leave Behind banner will remain until the player makes another ad call and returns another banner creative.

The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames @ 30 fps).

- Flash version – Flash 7/Flash 8
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Max animation length -**15 seconds**
- Looping restrictions - **3x**

Requires a 300x250 rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. This can have opacity of 0%, but must be present so the Brightcove player can size the movie properly.

- Content must begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing
- A stop(); action should be placed in the final frame on the main timeline.
- Must not reference level0 in Actionsript. References should not be made to _root unless _lockroot=true. It is recommended that relative paths be used instead.
- Any reference to any methods or properties of the Stage class must be removed.
- Actionsript should not change the player quality.
- Preloaders are built into the players, so should not be present in the movie.
- Clickable, please supply a click-thru URL and implement the clickTag function as described in clickTag section below.



- 3rd Party Serving: A single redirect (http:// or https:// path) to the creative asset is permitted. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment. This means no expanding ads are allowed.

JPG or static GIF

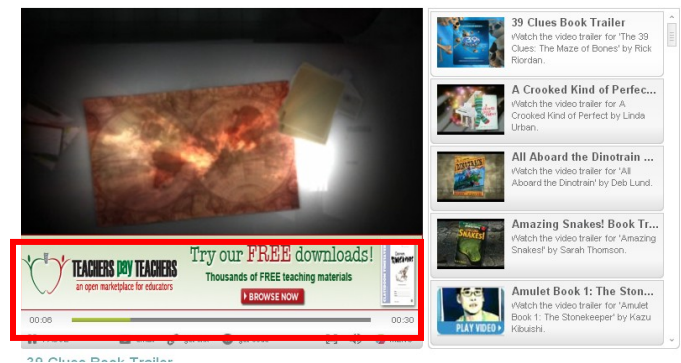
- Dimensions – 728x90
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

IV. Overlay Ad Unit

Formats supported: .SWF or .JPG or static .GIF. **NO expanding ads, NO animated Gifs**

SWF

- Dimensions – 480x90
- File size max - **100K max if hosted on our end**
- Overlay length (in seconds) -**15 seconds**
- The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames @ 30 fps).
 - Flash version – Flash 7/Flash 8
 - Frame rate – same as source or ½ of source (15 – 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Max animation length -**15 seconds**
- Looping restrictions - **3x**
- The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames @ 30 fps).
- Requires a 480x90 rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. This can have opacity of 0%, but must be present so the players can size the overlay properly.
- Content must begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing.
- It is not recommended to design an overlay creative as a rectangle with hard, straight edges in order for the creative to format properly across players with different aspect ratios.
- A stop(); action should be placed in the final frame on the main timeline.
- Must not reference level0 in Actionscript. References should not be made to _root unless _lockroot=true. It is recommended that relative paths be used instead.
- Any reference to any methods or properties of the Stage class must be removed.
- Actionscript should not change the player quality.
- Preloaders are built into the players, so should not be present in the movie.
- Clickable, please supply a click-thru URL and implement the clickTag function as described in clickTag section below.
- 3rd Party Serving: A single redirect (http:// or https:// path) to the creative asset is permitted. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment. This means no expanding ads are allowed.



JPG or static GIF

- Dimensions – (video pixel width) x (video pixel height / 4)
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

Important Flash development notes

Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. As such, it is strongly discouraged that the prototypes of Flash's built-in objects like MovieClip, TextField or Button are modified in the

creatives. Doing so will modify all instances of these objects in the Brightcove player, bloating the player and possibly causing erratic behavior. The recommended method for developing in Flash using ActionScript 2.0 is that prototypes are not modified and that instead classes are created that extend the built-in objects.

clickTag function

To enable your Flash creative to click through properly, please follow the instructions below.

Add an invisible button over the stage, making the entire area of the banner clickable. Attach the following `getURL()` call to the button's release event. One option is to add the code to the button itself:

```
on (release) {  
    getURL(clickTag, "_blank");  
}
```

Another option would be to name the button instance and attach the `onRelease` handler through code. In the following case, the button has been given the instance name "clickTag_bn" in the Flash IDE properties panel. This code would then be placed on the button's parent timeline:

```
clickTag_bn.onRelease = function() {  
    getURL(clickTag, "_blank");  
};
```

Special COPPA notes:

Please understand that there are some unique requirements when working with Scholastic.com:

- Sites directly linking from Scholastic sites need to be COPPA compliant
- All ad executions running on Scholastic need to be COPPA compliant

For more information on the Children's Online Privacy Protection Act please start at: **Federal Trade Commission Gov Site's [Children's Online Privacy Protection Act](#)**

When communicating with kids, it is important that we clearly differentiate between advertising content and Scholastic content, therefore:

- Non Scholastic content placed on our site must be clearly labeled with the word "ad" or "advertisement" plainly visible for the complete duration that the content is visible to users.
- For some placements this label has been built into our ad serving system (in-page banner ad units, for example), but will need to be manually added to other out of page units.
- When a user is redirected to advertising content either on or off Scholastic, we display a "bumper".