SCHOLASTIC
PROFESSIONAL MEDIA

The brand and voice educators trust.

SCHOLASTIC
ADMINISTR@TOR

SCHOLASTIC
Instructor

2013 Media Kit

(updated January 1, 2013)

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With 92 years of experience providing educators and administrators resources and tools to further help accelerate their schools --
Scholastic *provides quality, engaging industry content as well as trend developments and analysis of the technology arena.*

To these ends,
Scholastic Professional Media
brings together all of Scholastic's resources and distribution channels.

THE STATE OF TODAY'S EDUCATION MARKET

As of the 2011 – 2012 school year, there were **13,879** public school districts with **175,934** district administrators. These districts, along with private and Parochial schools, had **81,477** elementary, middle, and junior high schools, which boasted **2,535,769** teachers, all of whom are following market trends and looking for ways to improve their students' experience.

GROWING TRENDS
- Common Core
- Non-Hardware Tech: $260+ million increases from 2010
- Mobile Devices and Apps
- BYOD
- Tablet Computing
- One-to-One
- Game-Based Learning
- STEM
- Professional Development
- Personal Learning Environments

Scholastic, recognized as *The Most Trusted Name in Learning™*, maintains a reach unmatched by competitors. As proprietors of the largest and most accurate database of educators' and teachers' contact information available anywhere – more accurate even than unions and the federal government—Scholastic has the ability reach unprecedented number of teachers, administrators, students, and parents around the country.

- The largest publisher and distributor of children's books in the world, serving millions of children, families, and schools

- Leading publisher of research-based core and supplementary instructional materials to grades Pre-K through 12

- Scholastic Book Fairs reach over two million teachers and 35 million children in Pre-K – 9th grade annually

- Book Clubs reach more than one million teachers and millions of children and parents with high-quality, affordable children's books

- Boasting 29 magazine titles for grades K-12, Scholastic reaches more than 25 million students and teachers, as well as two professional magazines, *Instructor* and *Administr@tor*, targeting teachers and school decision-makers

- Scholastic.com has six million unique visits per month from teachers, kids, and families combined

- Scholastic Media produces award-winning kids television, feature films, videos, websites, games, apps, and interactive digital books
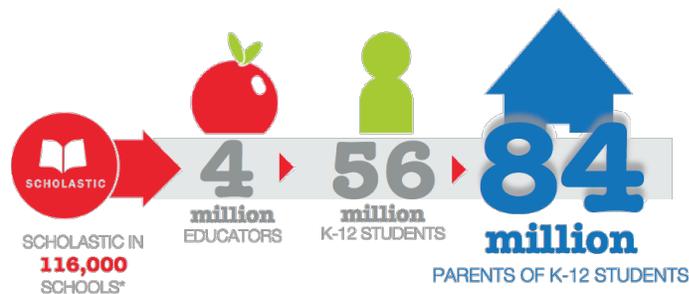
Directed at "Teacher-Leaders" who play an essential role in shaping their classrooms, schools, and districts, *Instructor* is the leading teacher magazine in the country. *Instructor* readers take charge at faculty meetings, form exploratory committees, and introduce their colleagues to the latest trends. They are early adopters and influencers who are crucial players in the purchasing process. *Instructor*'s professional development focus keeps readers plugged into the latest stories and trends in the education world. Packed with helpful teaching and leadership strategies, classroom ideas, and curriculum and technology product reviews, *Instructor* paves the way with Teacher-Leaders.
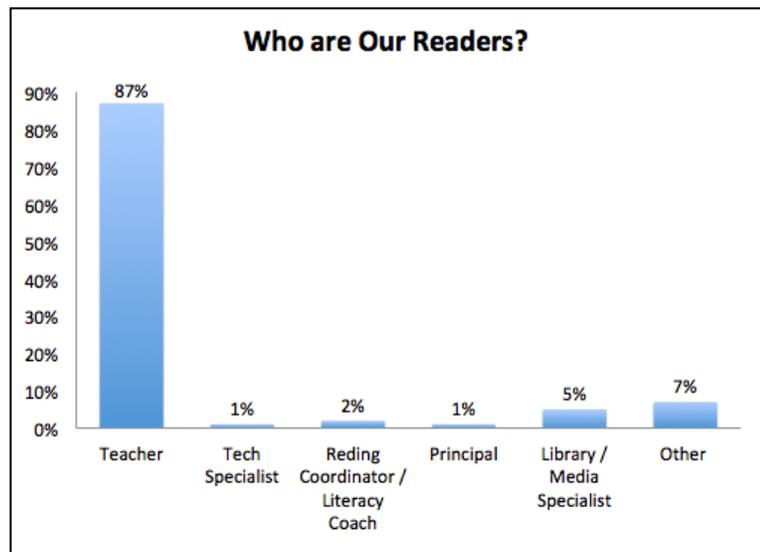
Instructor Facts

- **100,000** circulation
- **525,000** readership
- Audience: K-8 Teachers & Librarians
- Published **6 times** a year

The *Instructor* Reader's Profile

Who are Our Readers?

Category	Percent
Teacher	87%
Tech Specialist	1%
Reding Coordinator / Literacy Coach	2%
Principal	1%
Library / Media Specialist	5%
Other	7%

Engaged: 95% of *Instructor* readers spend 30 minutes or more on average reading or looking through an issue

Proactive Customers: 87% have visited a website they read about in *Instructor*

Professionally Active: 85% attend professional conferences, trade shows, and/or educational seminars

Experienced: Have taught for an average of 10+ years

The essential magazine for education leaders, *Scholastic Administr@tor* presents key thinkers from education and technology in every issue, and showcases best practices from large and small districts across the country. *Administr@tor*'s hands-on advice offers step-by-step help to implement new technologies effectively. An award-winning magazine, *Administr@tor* covers a wide range of critical and timely issues – including assessment, funding, special needs, RTI, and professional development.

Administr@tor provides effective technology and leadership strategies covering a wide range of critical and timely issues including: Assessment, Funding, Common Core, Professional Development, Online Learning, and BYOD.

Administr@tor Facts

- **75,000** total qualified, audited circulation
- **195,000** readership
- Published **6 times** a year
- **6,300** digital subscribers

Administr@tor Audience

- Superintendents / Assistant Superintendents
- Tech Directors, IT Directors
- Curriculum Directors (Includes: Tech Directors, ESL, Special Needs)
- Media Specialists / AV Directors
- Principals
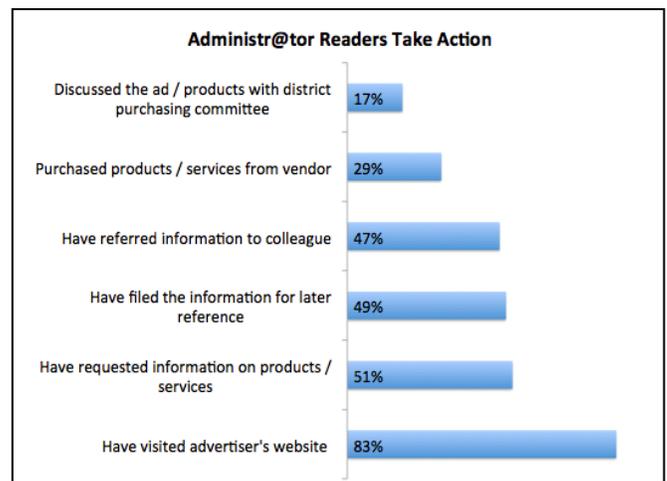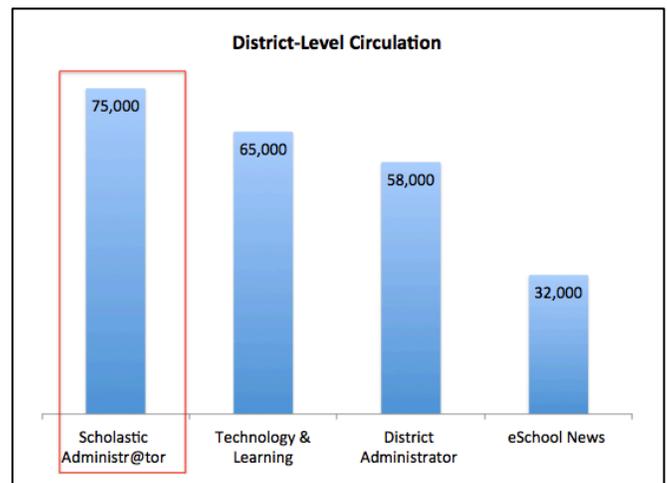- Business Managers / Purchasing Agents
- Title 1 / Federal Program Directors

The *Administr@tor* Reader's Profile

Engaged: 78% of *Administr@tor* readers spend 40 minutes on average or more reading or looking through a typical issue

Involved in Purchasing: 85% strongly influence or approve purchases

Professionally Active: 85% attend professional conferences; 60% have advanced degrees

Experienced: Have taught for an average of 8+ years

District-Level Circulation

Publication	Circulation
Scholastic Administr@tor	75,000
Technology & Learning	65,000
District Administrator	58,000
eSchool News	32,000

Administr@tor Readers Take Action

Action	Percentage
Discussed the ad / products with district purchasing committee	17%
Purchased products / services from vendor	29%
Have referred information to colleague	47%
Have filed the information for later reference	49%
Have requested information on products / services	51%
Have visited advertiser's website	83%

Editorial Calendar, *Instructor*

2013 Issues	In Schools	Ad Close	Ads Due	Highlights
Jan/Feb* *Arts and Crafts* Bonus Circ: TCEA; FETC; CUE	2/1	1/4	1/7	• Art Integration in Every Subject • Book-inspired Craft Projects • Teaching Grit • Answering Teachers' Toughest Common Core Questions • New Years Resolutions
Mar/Apr *Celebrate Science & Technology*	3/29	2/18	2/19	• STEM education • Common Core in the Science Classroom • Tablet Teaching: 50 Fabulous Classroom Apps • Celebrate National Poetry Month • Become a Leader in Your School
May/June* *Summer Reading Spectacular* Bonus Circ: IRA; ISTE	5/17	4/5	4/8	• Ultimate Summer Reading List • Tech to Help Struggling Readers • Organize and Pack Like a Pro • Common Core Assessment Primer • Find a Fab Summer Job/Summer Budgeting for Teachers
August* *Back to School*	8/20**	7/8**	7/9**	• Awesome Classroom Tech Makeovers • The Only Supply List You'll Ever Need • The Latest News on Common Core 10 Amazing Class Trips—and How You Can Take Them • Tablet Teaching: Make the Most of Your Tech • Fitness Tips from the Pros—for Teachers and Students • Craft Ideas for Getting to Know Students
Sep/Oct* *Fun for Fall* Bonus Circ: NSBA T+L; NCTE	10/15**	9/4**	9/5**	• Tech and the Common Core • Winning Ideas for Parent-Teacher Conferences • 50 Ways to Wow 'Em With Your Whiteboard • Using Gaming to Teach Literacy • Creating a Bully-Free Zone • Ace Your Observation
Nov/Dec *Professional Development*	11/24**	10/18**	10/19**	• Common Core: Real World Math that Rules • Making Research Projects Fun • Choosing a Great Masters Program • 10 Secrets to Getting the Grant • Holiday Craft Projects

* Included in this issue is a free ReadEx Ad Impact Study
** Tentative—final dates not confirmed. Stories subject to change

2013 Issues	In Schools	Ad Close	Ads Due	Highlights
Jan/Feb* *1:1 and Gaming* Bonus Circ: TCEA; FETC; CUE; CoSN	2/1	1/4	1/4	• TECHNOLOGY: The five best gaming schools in the country • TECHNOLOGY: 1:1 vs. BYOD: which is better? A point-counterpoint • PD: Training to boost your top administrators • CURRICULUM: Using real experts in your classrooms • TECH: School-created apps • PD: Making elementary teachers science savvy • LEADERSHIP: How to enumerate your district's ROI
Mar/Apr* *Whiteboards and Interactive Classrooms*	3/29	2/18	2/19	• LEADERSHIP: Arne Duncan: The Next 4 Years • WHITEBOARDS: Meet the Top IWB Teachers in the Country • HEALTH: Switching to Sports for Life/ Guarding Against Concussions • ASESSMENT: Creating a fair teacher evaluation system • CURRICULUM / PD: How to make your elementary teachers math savvy • TECHNOLOGY: The new RFID trend? Do you know where your students are? • TOOLS: How to choose the best tablet for students • MANAGEMENT: How to make money while still serving healthy cafeteria food • SECURITY: Handling building security: How far should you go?
May/June* *The Future of Education: 2020* Bonus Circ: IRA; ISTE	5/17	4/5	4/8	• TECHNOLOGY: What will our future classrooms look like? • CURRICULUM: Blended learning / individual learning • POLITICS: Common Core comes to science and social studies • HISTORY: A look back at 2004 • LIBRARIANS: Their ever-changing roles • LEADERSHIP: How to create a MOOC in your district • TRENDS: Augmented Reality and Natural User Interfaces • MANAGEMENT: How to properly control your students BYOD behaviors
August* *PD, Blending Learning, and Distance Education*	8/20**	7/8**	7/9**	• TECHNOLOGY: Finding the blended learning model that works for your schools • LEADERSHIP: Five leaders who initiated radical change, and lived to tell about it • SOFTWARE: Implementing programming courses in your district • CURRICULUM: How to challenge your top

				• students • INTERNATIONAL: What should we learn from South Korea / Why Finland remains on top • PD: How to best train your principals and leaders • ASSESSMENT: How to handle your growing ELL population
Sep/Oct* *RTI, Special Education, Curriculum* Bonus Circ: NSBA T+L; NCTE	10/15**	9/4**	9/5**	• SPECIAL NEEDS: Using RTI with your gifted and talented students • CURRICULUM: Taking a fresh look at full-day kindergarten • INVESTIGATION: The Credit Recovery Hoax • LEADERSHIP: What you can learn from charter schools • CURRICULUM: How to get your high school students taking college classes early • SPECIAL ED: What you need to know about the rise in autistic students / How to work effectively with the parents of special ed children • TECHNOLOGY: Lessons from the latest RTTT winners • SECURITY: Safety trends for the new year
Nov/Dec *Tablets, BYOD, Cloud Computing*	11/24**	10/18**	10/19**	• LEADERSHIP: Flipped schools, year 2 • BYOD: 5 ways to improve your program / tips for beginners • TABLETS: Finding the right device / favorite apps • TECH: The extinction of computer labs • CLOUD COMPUTING: How cloud is revolutionizing schools quietly • PD: What's the best way to train teachers to use a new device? • ASSESSMENT: Refining your data-driven methods • MANAGEMENT: How classroom management systems can help teachers differentiate learning

* Included in this issue is a free ReadEx Ad Impact Study
** Tentative—final dates not confirmed. Stories subject to change.

Rate Card, *Instructor*

Instructor is published 6 times per year:
January/February, March/April, May/June, August, September/October, November/December

4-Color*	1x	3x	6x
Page	$11,800	$10,030	$8,530
2/3	$10,030	$8,530	$7,250
1/2	$8,530	$7,250	$6,160
1/3	$7,250	$6,160	$5,240
1/6	$6,160	$5,240	$4,450

*all rates are net

For mechanical specs, visit the online media kit:
www.scholastic.com/profmedia/mediakit

COVER PREMIUM RATES
2 Cover earned rate ………. +20%
3 Cover earned rate ………. +15%
4 Cover earned rate ………. +25%

ONLINE OPPORTUNITIES

SCHOLASTIC'S TEACHER SITE

	Ad Sizes
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Button	120 x 90
Transitional	640x480

*Please see online specs and guidelines for additional ad units

*Please contact your sales rep for ad close dates

TEACHER UPDATE E-NEWSLETTER
Specs: 120 x 240 pixels
(Max of 3 rotations; 15K max file size)

TEACHER GIVEAWAY E-NEWSLETTER
Specs: 728 x 90 or 120 x 240 pixels
(Max of 3 rotations; 15K max file size)

MECHANICAL SPECIFICATIONS

Ad Unit Size	Non-Bleed	Trim	Bleed
Single Page	7 x 9 ¾"	7 7/8 x 10 ½"	8 1/8 x 10 ¾
2-Page Spread	14 x 9 ¾"	15 ¾" x 10 ½"	16 ¼"x 10 ¾"
2/3 Page Vertical	4 5/8" x 9 ¾"		5 ¼" x 10 ¾"
½ Page Horizontal	7 x 4 ¾"		8 ¼" x 5 3/8"
½ Page Island	4 5/8" x 7 ¼"		5 ¼" x 8 ¼"
1/3 Page Vertical	2 ¼" x 9 ¾"		3 x 10 ¾"
1/3 Page Square	4 ½" x 4 ¾"		5 ¼" x 5 3/8"
1/6 Page Vertical	2 ¼" x 4 ¾"		
1/6 Page Horizontal	4 5/8" x 2 ½"		
1/8 Page Horizontal (Catalog Showcase)			

*For bleed pages, keep essential matter (i.e. text and images) 3/8" from trim.

CATALOG SHOWCASE AD REQUIREMENTS

2 ¼" high x 3 ¼" wide

- Catalog of product image 1 ½" x 2"
- 10-word headline, 53-character max in red bold
- 50 words of copy, 430 character max

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

SEND MATERIALS TO:
Attn: Rick Gelke
557 Broadway, 3rd floor
New York, NY 10012
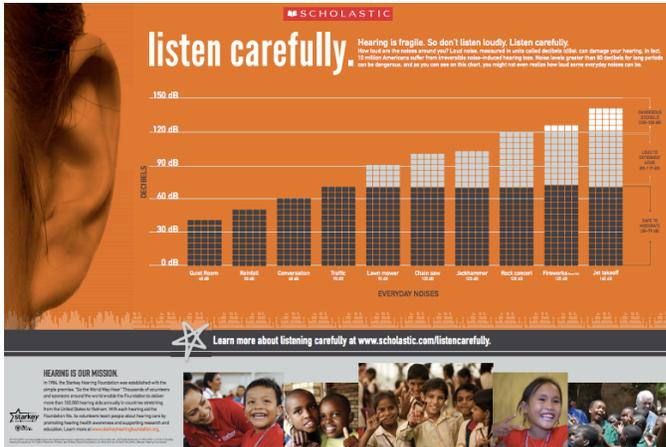Phone: 212.343.4462 Fax: 212.343.4439
rgelke@scholastic.com

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

***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 x90
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: Rick Gelke
557 Broadway, 3rd floor
New York, NY 10012
Phone: 212.343.4462 Fax: 212.343.4439
rgelke@scholastic.com

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

Print Advertising

Poster Inserts

Scholastic can create custom poster inserts—double-sided with eye-catching educational content. Educators use our posters to brighten classrooms and embed essential concepts, even saving them from year to year.

Advertorials

Including singles, spreads, and larger formats (such as bound inserts), Scholastic can angle your message to attract the greatest numbers of readers. Our team will work with the advertiser to develop custom content that can include case studies, teacher testimonials, tutorials, and more.

2013 AD IMPACT STUDIES
Free for Our Partners

Select issues of *Instructor* and *Administr@tor* run Ad Impact Studies, conducted by ReadEx research. This research specializes in market surveys that ask consumers questions pertaining to their experience with the advertisements in the issues. From these responses, our advertisers can understand how our readers respond, and thus, the best and most effective ways to reach new customers. These studies allow our advertisers boost their effectiveness, contributing to their business success.

Instructor will conduct ReadEx studies **free of charge** to those who run half or full-page ads:

- January/February
- May/June
- August
- November/December

Administr@tor will conduct ReadEx studies **free of charge** to those who run half or full-page ads:

- January/February
- March/April
- May/June
- August
- September/October

Digital Advertising

Scholastic's Educator Channels, including **Teachers, Instructor** and **Administrator**'s sites, are dedicated to providing classroom resources, new technology trends, professional development, and curricula solutions for teachers, administrators, librarians, and more!

We can put your ads in front of millions of educators nationwide, driving brand awareness and traffic to your site.

> **Scholastic Educator Channel Facts**
>
> - **40+ million page views per month**
> - **14+ million ad impressions per month**
> - **2.2 million unique visitors per month**
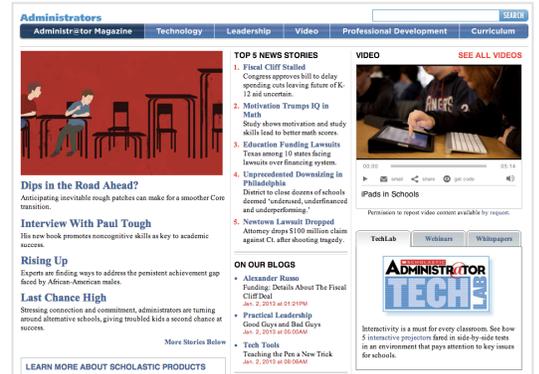
Monthly E-Newsletters

Scholastic's Educator e-newsletters offer up-to-the-minute coverage of top education issues, reaching subscribed teachers on a monthly basis. Targeted content and sponsorship in these publications is available. E-newsletters include:

- *Instructor Great Finds*: 350,000 subscribers
- *Administr@tor Newsletter*: 275,000 subscribers
- *Teacher Update Newsletter*: 550,000 subscribers
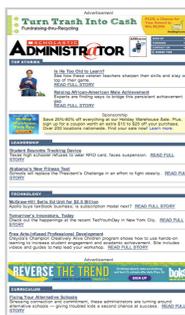
CUSTOM PARTNERSHIPS TO INCREASE REACH, BRAND ENGAGEMENT AND LEAD GENERATION

Scholastic can create an exclusive, custom program including contest management, videos, microsites, games, apps, and interactive whiteboard-ready projections on a range of topics to fit your needs. The custom programs are maximized to further complement your mission and goals.

To get your products or services into the hands of educators, students and their parents—below are services Scholastic can provide to increase reach, brand engagement, lead generation and more!

Co-branded Microsite or Landing Page hosted on Scholastic.com

Scholastic can host your exclusive, custom site on Scholastic.com, giving it a broad reach with teachers, administrators, students and their parents.

Check Out Our Custom Partnerships: www.Scholastic.com/FreebieCorner

Custom Co-branded Emails*

Scholastic has the largest proprietary database, more extensive than unions or the federal government. It is updated daily through real time transactions. Through custom emails, we can help generate leads, drive traffic and further get your products and/or services into the most qualified hands; this helps your business reach both its quantitative and qualitative goals.

Furthermore, we can customize your emails to grade, subject area, household income, geographical area, and more!

Must be part of a larger custom integration program that includes a full promotional marketing plan.

Contest and Sweepstakes Management

Scholastic's team has the experience to devise a creative contest or sweepstakes plan, offering educators a strong curriculum-based incentive to participate.

Our contests and sweepstakes have generated thousands of student entries and capture lead generation for our clients.
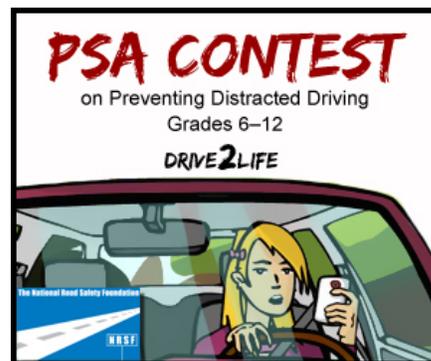
CHECK OUT OUR STUDENT AND EDUCATOR FACING CONTESTS & SWEEPSTAKES

Lexus Eco Challenge
http://lexus.scholastic.com

MLB Breaking Barriers Contest
http://scholastic.com/breakingbarriers/teachers/

Bostitch Sharp Minds Sweepstakes
http://scholastic.com/bostitch

Fiskars Scissors Sweepstakes
http://scholastic.com/kidscissors

LOFT Loves Teachers Sweepstakes
http://scholastic.com/loftlovesteachers

Custom Videos

Videos are a great way to connect with educators and/or their students!

Scholastic can produce sponsored custom videos to highlight product and service reviews, interviews with teachers, tech experts, administrators, or demonstrate how your product or services enhances the classroom experience for the teachers and students.

Product Spotlight E-Newsletters

Scholastic creates highly effective custom emails that deliver your brand and messaging to the most qualified audience—giving you the **lead generation** to further increase your business objectives and goals.

The Scholastic team will develop rich content and deploy personalized emails—giving you marketplace advantage and direct contact with the right consumer.

Live and On Demand Webinars

Scholastic webinars provide customized lead generation.

Scholastic's education experts create custom webinars that blend clients' objectives with educators' needs.

All Scholastic webinars are:
- Free to administrators and educators
- Moderated by Scholastic Professional Media experts
- 60 minutes long
- Live presentations, archived on scholastic.com/webinarseries for a total of three months
- All participants will receive a certificate for one hour of professional development

Sample Webinar Topics:
- Safe Social Media in the Classroom
- Assessing the Common Core
- Technology and Literacy in the K–12 Classroom
- BYOD and how it's effective

View our latest webinars: www.scholastic.com/webinarseries

With 11 active accounts on Twitter, 24 Facebook pages, and popular accounts on YouTube, Pinterest, Tumblr and Foursquare, Scholastic maintains a diverse and broad social media reach with touchpoints with teachers, families, kids, and teens.

- **Teachers 111K+**
  http://www.facebook.com/ScholasticTeachers
- **Parents: 216K+**
  http://www.facebook.com/ScholasticParents
- **Scholastic Corporate: 172K+**
  http://www.facebook.com/Scholastic
- **This is Teen: 97K+**
  http://www.facebook.com/ThisIsTeen

- **Teachers: 31K+**
  @ScholasticTeach
- **Scholastic: 56K+**
  @Scholastic
- **Parent & Child: 14K+**
  @PARENTandCHILD

The Expanding Social Media World of Scholastic

2012
Expanding Social Media Ecosystem

200 Scholastic Flickr photos with nearly 40,000 views

600+ videos

nearly 3 million views

4 Scholastic channels

2,000 Pinterest followers with 1,300+ Pins

23 Scholastic Facebook Accounts

5 Scholastic Blogs
OOM • Klutz • Book Box Daily Math Hub • the Alliance for Young Artists & Writers

1.5 million fans daily

85,000 OOM pageviews per month

30 posts per day

8,000 following our LinkedIn business updates

The Alliance for Young Artists & Writers Tumblr Account

The Scholastic Store Foursquare Account

11 Scholastic Twitter Accounts

90,000 fans

40 tweets per day

Corporate Communcations on Social Media:
- 200 Scholastic employees trained
- quarterly Council meetings
- weekly email roundups to 100+ employees
- presence at social media conferences
- outline guidelines & policies
- develop intranet hub
- assure ongoing legal review

at&t

eInstruction

Lexia

Crayola

comcast

NetSupport

DYMO | Mimio
Interactive Teaching Technologies

Peoples Education
Your partner in student success

textHELP

FISKARS

USC Rossier
School of Education

COMMON CORE STANDARDS

American Public University
APU

Post-it
Brand

Michaels
Where Creativity Happens

QOMO
HiteVision

Sprint

SAMSUNG

FULL SAIL
UNIVERSITY

Teq
It's all about learning.

Canon

JO-ANN
fabric and craft stores

FRENCH TOAST
OFFICIAL SCHOOL WEAR

ELMER'S

Funding Factory

Nationwide
Motivating Students To Learn Through Publishing

Accelerated Reader

DELL

Disney Youth Education Series

EPSON

wireless generation

SCHOOL IMPROVEMENT NETWORK

NOVA SOUTHEASTERN UNIVERSITY

EAST COAST

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WEST COAST

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Cherry Valley, NY 13320
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Fax: 888.507.2310
chrissy@livingstonmarketing.com

RATE CARDS: TERMS & CONDITIONS

1. Contents and design of advertisements are subject to publisher's approval

2. All insertion orders are accepted subject to the provisions of the current rate card

3. Advertisements are accepted entirely upon the representation that the advertiser and/or agency are authorized to publish the content thereof. In consideration of the publishing of such advertising, the advertiser and/or agency will fully indemnify and save the publisher harmless from and against any claims, judgments, costs, or disbursements incurred by reason of suits for libel, infringement of intellectual property right, or any other suits based upon the content of such advertisements published.

4. Publisher reserves the rights to reject, exclude, or cancel any advertisement, insertion order, or contract at any time, including, without limitation, any advertisement which, in their opinion, does not conform with the publication's standards.

5. No liquor, tobacco, weaponry, or similar advertisements accepted.

6. Publisher reserves the right to require any advertising matter to be labeled "advertisement" if publisher so deems it.

7. Ads must be inserted within one year of first insertion to earn frequency discount. An advertiser who does not complete a committed schedule will be subject to short-rate. Advertising schedules composed of mixed spaced units are entitled to earn frequency discounts, except when use of smaller units lowers the total cost of the campaign below the amount which larger units reached at their earned rate.

8. Production charges incurred on behalf of an advertiser of its agency in the preparation of advertising materials will be billed at net cost.

9. Publisher is not responsible for errors in key numbers, other coded advertisement designations, other type set by publisher, any changes made after the closing date, or costs and damages if for any reason it fails to publish an advertisement. Publisher shall not be liable for failure to publish or circulate all of part of any issues because of strikes, acts of God, or circumstances beyond control of publisher.

10. Publisher shall have the right to hold the advertiser and/or advertising agency jointly liable for such monies as are due and payable to publisher for advertising ordered and published.

11. Rates are subject to change upon notice of at least 30 days prior to the effect issue date. Conditions other than rates are subject to change by publisher without notice.

12. This agreement shall be governed by and construed in accordance with the laws of the state of New York without regard to its conflicts of laws and provisions. Each advertiser and/or its corresponding agency consents to the jurisdiction of the state or federal courts located in New York county in the state of New York.

CANCELLATION & CHANGES
Cancellations or changes in orders are not accepted after the closing date.

If advertising materials are not received by closing date or by agreed-upon extension date, publisher will run most recent insertion in its place.

**Audit Bureau
of Circulations
ABCinteractive**

PAID & VERIFIED MAGAZINE
PUBLISHER'S STATEMENT

Subject to Audit

Instructor

For the six months ended June 30, 2012

Field Served: Teachers of Kindergarten through 8th grade.

Published by Scholastic Inc.

Frequency: 6 times/year

ABC Member # 04-0515-0

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	104,965	99.1			
Verified	723	0.7			
Total Paid & Verified Subscriptions	**105,688**	**99.8**			
Single Copy Sales	197	0.2			
Total Paid & Verified Circulation	**105,885**	**100.0**	**None Claimed**		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	$4.00		
Subscription	$14.00		
Average Subscription Price Annualized (6 issue frequency)		$8.74	
Average Subscription Price per Copy		$1.46	

(1) For the Statement period
(2) Represents subscriptions for the 12 months ended December 31, 2011.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Winter	112,006	837	112,843	191	113,034
Spring	104,143	828	104,971	200	105,171
Summer	98,746	504	99,250	200	99,450

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2007	%	2008	%	2009	%	2010	%	2011	%
Subscriptions:										
Paid	165,130	86.9	151,288	85.1	135,742	84.6	109,596	91.8	109,784	99.2
Verified	N/A		N/A		N/A		177	0.2	616	0.5
Total Paid & Verified Subscriptions	**165,130**	**86.9**	**151,288**	**85.1**	**135,742**	**84.6**	**109,773**	**92.0**	**110,400**	**99.7**
Single Copy Sales	373	0.2	479	0.3	505	0.3	401	0.3	281	0.3
Total Paid & Verified Circulation	**165,503**	**87.1**	**151,767**	**85.4**	**136,247**	**84.9**	**110,174**	**92.3**	**110,681**	**100.0**
Year Over Year Percent of Change		-7.1		-8.3		-10.2		-19.1		0.5
Total Analyzed Non-Paid Circ.	**24,455**	**12.9**	**25,978**	**14.6**	**24,285**	**15.1**	**9,155**	**7.7**	**N/A**	
Year Over Year Percent of Change		-3.5		6.2		-6.5		-62.3		
Total Paid, Verified & Analyzed Non-Paid Circ.	**189,958**	**100.0**	**177,745**	**100.0**	**160,532**	**100.0**	**119,329**	**100.0**	**110,681**	**100.0**
Year Over Year Percent of Change		-6.7		-6.4		-9.7		-25.7		-7.2
Avg. Annualized Subscription Price	$8.97		$8.07		$8.87		$9.04		$8.91	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	51,227	48.4
Combination Subscriptions*	49	0.0
Sponsored Sales	53,689	50.7
TOTAL PAID SUBSCRIPTIONS	**104,965**	**99.1**
VERIFIED SUBSCRIPTIONS		
Individual Use (See Par. 6B)	723	0.7
TOTAL VERIFIED SUBSCRIPTIONS	**723**	**0.7**
TOTAL PAID & VERIFIED SUBSCRIPTIONS	**105,688**	**99.8**
SINGLE COPY SALES		
Single Issue Sales	197	0.2
TOTAL SINGLE COPY SALES	**197**	**0.2**
TOTAL PAID & VERIFIED CIRCULATION	**105,885**	**100.0**

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Other	Total Individual Use Copies
Individual Use	672	51	723

7. GEOGRAPHIC DATA for the Spring 2012 issue

Total paid and verified circulation of this issue was 0.7% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIP-TIONS	VERIFIED SUBSCRIP-TIONS	TOTAL PAID & VERIFIED SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	3,430	6	3,436	2	3,438
Arizona	1,053	15	1,068	3	1,071
Arkansas	930	11	941	2	943
California	5,319	42	5,361	12	5,373
Colorado	1,375	8	1,383	2	1,385
Connecticut	1,137	9	1,146	3	1,149
Delaware	329	2	331	1	332
District of Columbia	111		111		111
Florida	4,283	45	4,328	8	4,336
Georgia	4,985	10	4,995	4	4,999
Idaho	388	2	390	3	393
Illinois	4,821	44	4,865	13	4,878
Indiana	2,432	13	2,445	5	2,450
Iowa	2,218	13	2,231	3	2,234
Kansas	2,184	18	2,202	3	2,205
Kentucky	1,803	3	1,806	3	1,809
Louisiana	1,041	7	1,048	2	1,050
Maine	559	4	563	1	564
Maryland	1,533	7	1,540	5	1,545
Massachusetts	1,593	28	1,621	5	1,626
Michigan	1,574	25	1,599	10	1,609
Minnesota	7,146	9	7,155	5	7,160
Mississippi	1,291	3	1,294	1	1,295
Missouri	3,773	32	3,805	5	3,810
Montana	644	2	646	1	647
Nebraska	1,756	16	1,772	2	1,774
Nevada	714	24	738	1	739
New Hampshire	454	2	456	1	457
New Jersey	2,549	30	2,579	7	2,586
New Mexico	508	3	511	1	512
New York	3,852	55	3,907	16	3,923
North Carolina	3,180	29	3,209	6	3,215
North Dakota	1,114	3	1,117	1	1,118
Ohio	4,497	34	4,531	10	4,541
Oklahoma	1,251	11	1,262	1	1,263
Oregon	1,291	10	1,301	1	1,302
Pennsylvania	3,914	62	3,976	11	3,987
Rhode Island	187	2	189	1	190
South Carolina	1,005	6	1,011	2	1,013
South Dakota	645	3	648	1	649
Tennessee	5,602	10	5,612	3	5,615
Texas	3,947	82	4,029	11	4,040

STATE	PAID SUBSCRIP-TIONS	VERIFIED SUBSCRIP-TIONS	TOTAL PAID & VERIFIED SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	713	8	721	2	723
Vermont	196	2	198		198
Virginia	3,086	12	3,098	7	3,105
Washington	2,400	12	2,412	4	2,416
West Virginia	338	10	348	1	349
Wisconsin	2,903	26	2,929	5	2,934
Wyoming	307	3	310	1	311
TOTAL 48 CONTER-MINOUS STATES	102,361	813	103,174	198	103,372
Alaska	292	1	293	1	294
Hawaii	1,088	7	1,095	1	1,096
TOTAL ALASKA & HAWAII	**1,380**	**8**	**1,388**	**2**	**1,390**
U.S. Unclassified					
TOTAL UNITED STATES	103,741	821	104,562	200	104,762
Poss. & Other Areas	133		133		133
U.S. & POSS., etc.	103,874	821	104,695	200	104,895
CANADA					
Alberta	1		1		1
British Columbia					
Manitoba	2		2		2
New Brunswick					
Newfoundland/Labrador	1		1		1
Northwest Territories					
Nova Scotia					
Nunavut					
Ontario	4		4		4
Prince Edward Island	1		1		1
Quebec	2		2		2
Saskatchewan					
Yukon Territory					
Canadian Unclassified					
TOTAL CANADA	**11**		**11**		**11**
International	100	6	106		106
Other Unclassified					
Military or Civilian Personnel Overseas	158	1	159		159
GRAND TOTAL	**104,143**	**828**	**104,971**	**200**	**105,171**

ANALYSIS BY ABCD COUNTY SIZE for the Spring 2012 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2012

A. DURATION		%
(a) One to six months (1 to 3 issues)	1	0.0
(b) Seven to eleven months (4 to 5 issues)	10	0.1
(c) Twelve months (6 issues)	1,756	19.5
(d) Thirteen to twenty-four months.................................	5,215	57.8
(e) Twenty-five months and more	2,034	22.6
Total Subscriptions Sold in Period	9,016	100.0

B. USE OF PREMIUMS | |
--- | --- | ---
(a) Ordered without premium... | 6,937 | 76.9
(b) Ordered with material reprinted from this publication.. | None |
(c) Ordered with other premiums, See Par. 9 .... | 2,079 | 23.1
Total Subscriptions Sold in Period............................. | 9,016 | 100.0

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers............	8,127	90.2
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.................	389	4.3
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations..	500	5.5
(d) Subscriptions as part of membership in an organization	None
Total Subscriptions Sold in Period	9,016	100.0

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. $28.00; 3 yrs. $42.00. Canada, 1 yr. $24.95. International, 1 yr. $27.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 4,592 copies per issue.

(c) Post expiration copies: None.

(d) 49 subscriptions sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
Scholastic News	49	1 year	$3.95	$3.95

(e) Sponsored Subscription Sales: The average of 53,689 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

(f) Use of Premiums: A tote bag, a briefcase, Scholastic Book Club Bonus Points, or an activity book, with no advertised or stated values, were offered with some subscriptions.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2011; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-11	None Claimed	115,171	115,171							
06-30-10	None Claimed	123,989	115,362	8,627	7.5	None Claimed	9,760	18,914	-9,154	-48.4
06-30-09	None Claimed	149,682	149,925	-243	-0.2	None Claimed	28,318	28,363	-45	-0.2
06-30-08	None Claimed	152,025	152,155	-130	-0.1	None Claimed	24,280	24,280		
12-31-07	None Claimed	167,705	168,580	-875	-0.5	None Claimed	24,353	24,353		
06-30-07	None Claimed	162,425	162,425			None Claimed	24,557	24,557		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-10	None Claimed	133,749	134,276	-527	-0.4
06-30-09	None Claimed	178,000	178,288	-288	-0.2
06-30-08	None Claimed	176,305	176,435	-130	-0.1
12-31-07	None Claimed	192,058	192,933	-875	-0.5
06-30-07	175,000	186,982	186,982		

04-0515-0	Analyzed Issue Date	04/01/12
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.00
	Association Subscription Price	
	U.S. Subscription Price	14.00
	Canadian Subscription Price	24.95
	International Subscription Price	27.95

BPA
WORLDWIDE℠
BUSINESS

BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2012

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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SCHOLASTIC ADMINISTR*a*TOR
Your Direct Connection to the Education Elite

Scholastic Inc.
557 Broadway, 4th floor
New York, NY 10012
Tel. No.: 212-343-6100
Fax No.: 212-343-4799
www.scholastic.com/administrator

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Established: 2002
Issues per year: 6

FIELD SERVED
SCHOLASTIC ADMINISTR@TOR serves administration in K-12 education including Superintendents & Assistant Superintendents, Principals, Technology Coordinators, Chief Technology Officers, MIS/IT, School Board Presidents, Special Education Directors, Curriculum Directors, State Dept. of Education, Business Managers & Purchasing Agents, Media Specialist and AV Directors, Title 1/Federal Program Directors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are key personal as defined above. Copies are addressed and mailed via USPS to qualified recipients.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation_____	-
Advertiser and Agency _____	1,334
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions_____	4,200
Digital _____	-
All Other_____	1,692
TOTAL	**7,226**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual_____	71,195	100.0	71,195	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**71,195**	**100.0**	**71,195**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2012 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
Winter _____	66,998	-	66,998
Spring _____	66,996	6,298	73,294
Summer _____	66,994	6,298	73,292

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012
This issue is 4.5% or 3,146 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Superintendent, Assistant Superintendent	19,323	26.4	19,200	123
Chief Technology Officer/Tech Coordinator/MIS/IT	17,668	24.1	16,705	963
Curriculum Directors	19,096	26.0	17,849	1,247
Media Specialist/AV Director	3,065	4.2	2,926	139
Principal	5,198	7.1	3,282	1,916
Business Manager/Purchasing	4,772	6.5	4,762	10
District Funding Directors	2,368	3.2	2,270	98
Others Allied to the Field	1,802	2.5	-	1,802
TOTAL QUALIFIED CIRCULATION	**73,292**	**100.0**	**66,994**	**6,298**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. **TOTAL** – Direct Request:	3,566	1,025	1,707	-	6,298	6,298	8.6
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	3,566	1,025	1,707	-	6,298	6,298	8.6
II. **TOTAL** – Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. **TOTAL** – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. **TOTAL** – Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. **TOTAL** – Sources other than above (listed alphabetically):	66,994	-	-	66,994	-	66,994	91.4
*Association rosters and directories	66,994	-	-	66,994	-	66,994	91.4
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. **TOTAL** – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,560	1,025	1,707	66,994	6,298	73,292	100.0
PERCENT	96.3	1.4	2.3	91.4	8.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	66,994	4,516	71,510	97.6
Individuals by name only	-	1,782	1,782	2.4
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	66,994	6,298	73,292	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2012

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	440	35	475	
New Hampshire	205	34	239	
Vermont	163	18	181	
Massachusetts	1,602	152	1,754	
Rhode Island	251	11	262	
Connecticut	993	83	1,076	
NEW ENGLAND	3,654	333	3,987	5.5
New York	3,712	524	4,236	
New Jersey	2,619	278	2,897	
Pennsylvania	3,184	250	3,434	
MIDDLE ATLANTIC	9,515	1,052	10,567	14.4
Ohio	3,239	230	3,469	
Indiana	1,573	135	1,708	
Illinois	3,273	365	3,638	
Michigan	2,319	214	2,533	
Wisconsin	1,388	118	1,506	
EAST NO. CENTRAL	11,792	1,062	12,854	17.5
Minnesota	1,362	132	1,494	
Iowa	879	75	954	
Missouri	1,516	136	1,652	
North Dakota	332	17	349	
South Dakota	301	24	325	
Nebraska	516	63	579	
Kansas	815	68	883	
WEST NO. CENTRAL	5,721	515	6,236	8.5
Delaware	192	11	203	
Maryland	795	136	931	
Washington, DC	49	20	69	
Virginia	1,757	168	1,925	
West Virginia	457	53	510	
North Carolina	1,758	220	1,978	
South Carolina	1,021	70	1,091	
Georgia	1,959	147	2,106	
Florida	2,211	286	2,497	
SOUTH ATLANTIC	10,199	1,111	11,310	15.4

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky	1,254	81	1,335	
Tennessee	1,272	128	1,400	
Alabama	1,031	66	1,097	
Mississippi	873	45	918	
EAST SO. CENTRAL	4,430	320	4,750	6.5
Arkansas	906	54	960	
Louisiana	939	116	1,055	
Oklahoma	1,185	95	1,280	
Texas	5,969	521	6,490	
WEST SO. CENTRAL	8,999	786	9,785	13.4
Montana	497	22	519	
Idaho	397	27	424	
Wyoming	204	17	221	
Colorado	846	88	934	
New Mexico	429	35	464	
Arizona	1,231	113	1,344	
Utah	512	46	558	
Nevada	216	28	244	
MOUNTAIN	4,332	376	4,708	6.4
Alaska	195	9	204	
Washington	1,287	90	1,377	
Oregon	735	49	784	
California	5,926	569	6,495	
Hawaii	207	18	225	
PACIFIC	8,350	735	9,085	12.4
UNITED STATES	66,992	6,290	73,282	100.0
U.S. Territories	2	-	2	
Canada	-	8	8	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	66,994	6,298	73,292	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*	January - June 2012*
Total Audit Average Qualified: _____	75,000	71,500	72,366	77,769	76,784	71,195
Qualified Non-Paid:	75,000	71,500	72,366	77,769	76,784	71,195
Print Version Only ____	75,000	71,500	72,366	71,000	66,999	66,996
Digital Version Only ___	-	-	-	6,769	9,785	4,199
Qualified Paid:	-	-	-	-	-	-
Print Version Only ____	-	-	-	-	-	-
Digital Version Only ___	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2011 – June 2012 data is unaudited. With each successive year, new data will be added until five years of data is displayed.
**NC = None Claimed

ADDITIONAL DATA

METHOD OF DISTRIBUTION
All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM
Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:
Association rosters and directories include 1 source of circulation for a quantity of 66,994 copies or 91.4%, including QED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	66,996	100.0	66,996	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**66,996**	**100.0**	**66,996**	**100.0**	**-**	**-**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,199	100.0	4,199	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**4,199**	**100.0**	**4,199**	**100.0**	**-**	**-**

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Michele Robinson, Group Publisher

Danielle Mirsky, Director of Digital & Direct Marketing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	August 2, 2012
State	New York
County	New York
Received by BPA Worldwide	August 2, 2012
Type	PJ
ID Number	S351P0J2

Recycled Paper

SCHOLASTIC

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	●	●	●	●
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			●	●

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: index pages, blogs

Parents: index pages, blogs

Stacks: index pages

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 initiated (on click or roll-over), 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.

*The Teacher channel still requires ads to expand on **click** only. 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: FLV or SWF
• 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
• 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.

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, Netscape 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.

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 1 additional week for Scholastic approval - on a case by case basis. Please coordinate with your sales rep.

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
• **Audio:** user-click initiated
• **URL** should be set to "new window".
• Should include an "Advertisement" /"Ad" slug

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. Need 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.
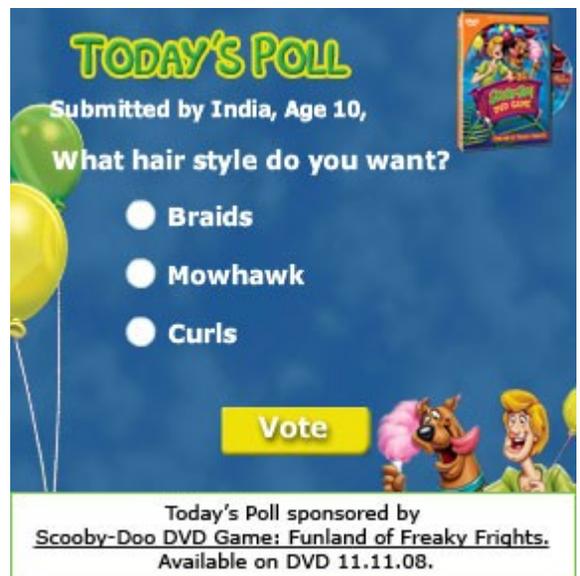
NEWSLETTER ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Newsletter	Emails/Month	List Size	120x240 Half Skyscraper	234x60 Half Banner	728x90 Leaderboard	88x31 Sponsorship	120x90 Sponsorship
Teacher Update	1	350,000	●	●			
Teacher Book Update	1	80,000	●	●			
Teacher Giveaway	1	320,000	●				
Administrator Update	4	150,000			●		●
Parent Update	1	490,000	●	●		●	

Newsletter Ad Submission Guidelines

1. Maximum file size 15K
2. Must provide a .gif or jpeg file
3. URLs 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://www2.scholastic.com/content/parent_newsletter/preschool.html
Teacher Update:
http://teacher.scholastic.com/newsletter/sample/TNL_Aug_grade_1_2.html
Book Update:
http://teacher.scholastic.com/read/sample.htm

Lead Time
Campaign assets (visual and URL) must be received **3 weeks** prior to the campaign deployment date. Please ask your sales representative for an editorial calendar.

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

Wide Skyscraper

160 x 600

Leaderboard

728 x 90

Button Ad

120 x 90

Medium Rectangle

300 x 250

SCHOLASTIC

Educator Channel

Sample Teacher Newsletter

Sample Administrator Newsletter

Leaderboard
728x90

Text & Logo
Sponsorship

Leaderboard
728x90

Half Skyscraper
120 x 240

Half Banner
234 x 60

SCHOLASTIC

Parents Channel

Button
120 x 90

Leaderboard
728 x 90

Medium Rectangle
300 x 250

Large Button
180 x 150

*Parents
Homepage*

*Family
Playground*

Wide Skyscraper
160 x 600

Large Button
180 x 150

*Family
Playground*

Parents Channel

Sample Parents Newsletter

Sponsorship

88 x 31

Half Banner

234 x 60

Half Skyscraper

120 x 240

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
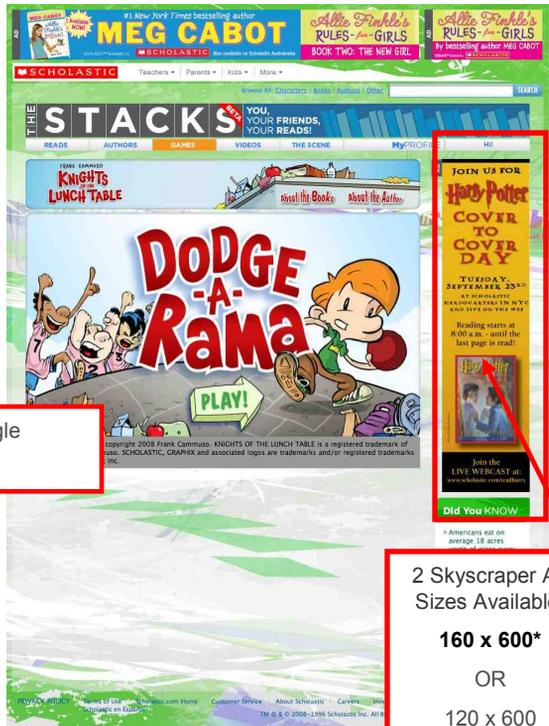
*indicates preferred size

Contact us today!

Peel-Back Ad Sample

Parents site

Stacks site

10

SCHOLASTIC

Family Playground Wallpaper Ad Sizes

Primary Image　　　　　　　　　　　　　　　　　　　　**Secondary Image**

A:170px

C:170px

B:900px width X 965px height

D:50px

E: hexidecimal color　　**E:235px**

E: hexidecimal color

Stacks Wallpaper Ad Sizes

Primary Image

Secondary Image

B: 920px width

D:280px

D:50px

C: 25px

A: 35px

E: hexidecimal color

E: hexidecimal 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 <u>pod</u>, 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 <u>pre-roll ad only</u>, 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 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.
- 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 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.
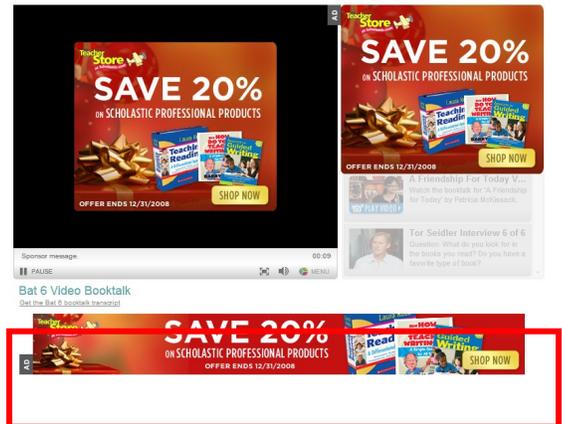
JPG or static GIF

- Dimensions – 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 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 – 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".