

SCHOLASTIC
PROFESSIONAL MEDIA

The brand and voice educators trust.

ADMINISTRATOR

Instructor

2013 Media Kit

(updated January 1, 2013)

TABLE OF CONTENTS

The State of Today's Education Market

Welcome

Scholastic Professional Media Publications

- *Instructor*
- *Administr@tor*

Editorial Calendars

Rate Cards

Custom Advertising

Custom Partnerships

The Expanding Social Media World of Scholastic

The Company We Keep

Contact Your Scholastic Professional Media Team

Appendix

- Rate Card Terms and Conditions
- BPA for both publications
- Scholastic.com Online Advertising Specs and Guidelines
- Scholastic.com Online Video Advertising Spec Sheet



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

Reach All Levels of the Buying Continuum

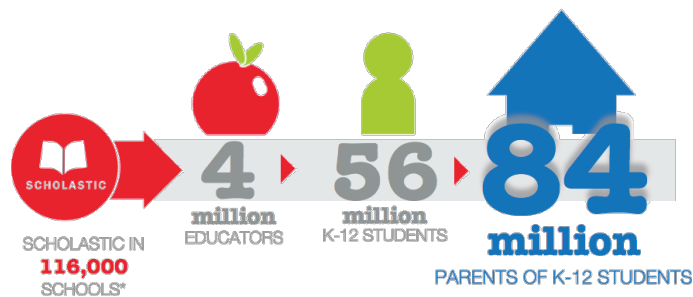
influence ▶ *recommend* ▶ *specify* ▶ **BUY!**



WELCOME

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



Publication: *Instructor*

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.

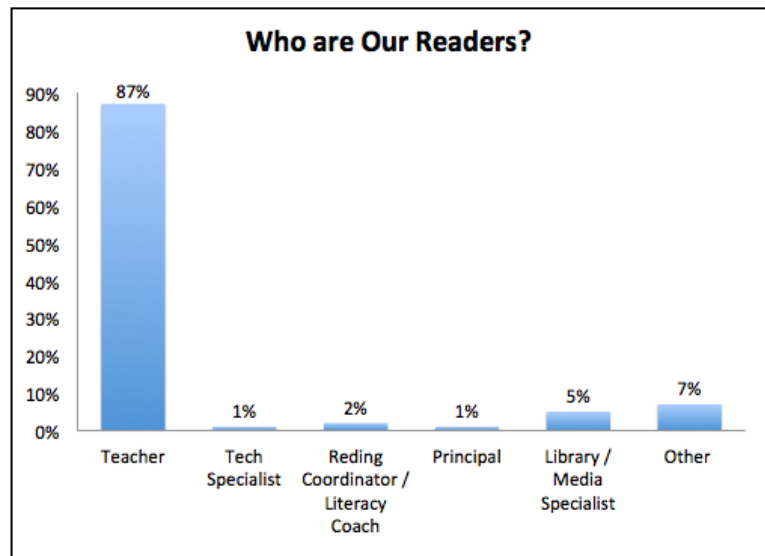


SCHOLASTIC
Instructor

***Instructor* Facts**

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

The *Instructor* Reader's Profile



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

Publication: *Administr@tor*

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

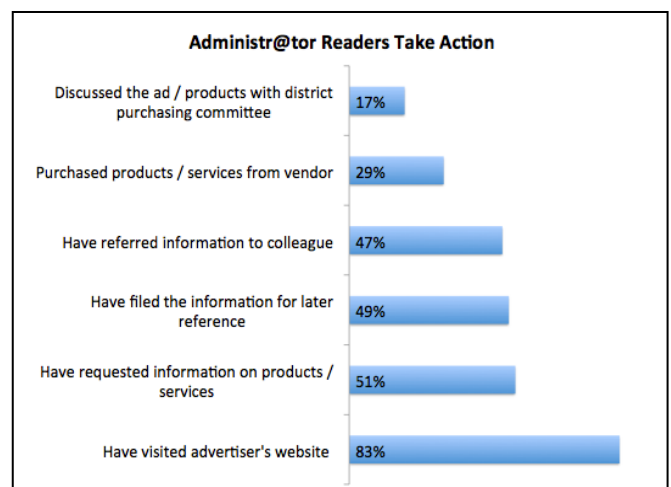
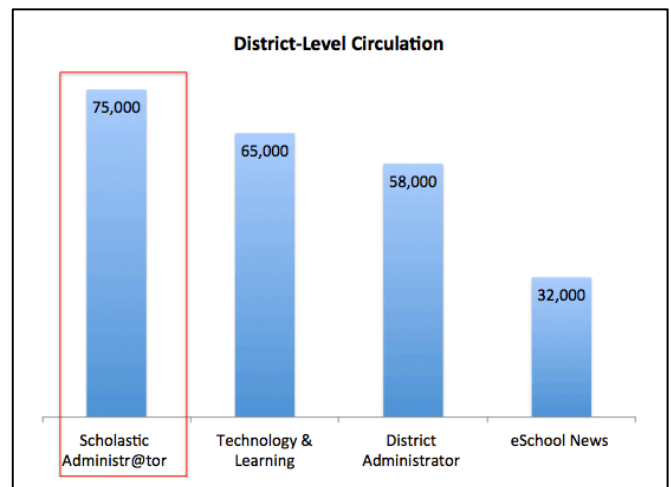
The *Administr@tor* Reader's Profile

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



Editorial Calendar, *Instructor*

| 2013 Issues | In Schools | Ad Close | Ads Due | Highlights |
|---|------------|----------|---------|---|
| Jan/Feb* <i>Arts and Crafts</i> Bonus Circ: TCEA; FETC; CUE | 2/1 | 1/4 | 1/7 | <ul style="list-style-type: none"> • Art Integration in Every Subject • Book-inspired Craft Projects • Teaching Grit • Answering Teachers' Toughest Common Core Questions • New Years Resolutions |
| Mar/Apr <i>Celebrate Science & Technology</i> | 3/29 | 2/18 | 2/19 | <ul style="list-style-type: none"> • 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* <i>Summer Reading Spectacular</i> Bonus Circ: IRA; ISTE | 5/17 | 4/5 | 4/8 | <ul style="list-style-type: none"> • 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* <i>Back to School</i> | 8/20** | 7/8** | 7/9** | <ul style="list-style-type: none"> • 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* <i>Fun for Fall</i> Bonus Circ: NSBA T+L; NCTE | 10/15** | 9/4** | 9/5** | <ul style="list-style-type: none"> • 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 <i>Professional Development</i> | 11/24** | 10/18** | 10/19** | <ul style="list-style-type: none"> • 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

Editorial Calendar, *Administr@tor*

| 2013 Issues | In Schools | Ad Close | Ads Due | Highlights |
|--|------------|----------|---------|--|
| Jan/Feb* <i>1:1 and Gaming</i> Bonus Circ: TCEA; FETC; CUE; CoSN | 2/1 | 1/4 | 1/4 | <ul style="list-style-type: none"> • 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* <i>Whiteboards and Interactive Classrooms</i> | 3/29 | 2/18 | 2/19 | <ul style="list-style-type: none"> • 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 • ASSESSMENT: 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* <i>The Future of Education: 2020</i> Bonus Circ: IRA; ISTE | 5/17 | 4/5 | 4/8 | <ul style="list-style-type: none"> • 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* <i>PD, Blending Learning, and Distance Education</i> | 8/20** | 7/8** | 7/9** | <ul style="list-style-type: none"> • 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 |

| | | | | |
|---|---------|---------|---------|---|
| | | | | <p>students</p> <ul style="list-style-type: none"> 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 |
| <p>Sep/Oct*</p> <p><i>RTI, Special Education, Curriculum</i></p> <p>Bonus Circ: NSBA T+L; NCTE</p> | 10/15** | 9/4** | 9/5** | <ul style="list-style-type: none"> 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 |
| <p>Nov/Dec</p> <p><i>Tablets, BYOD, Cloud Computing</i></p> | 11/24** | 10/18** | 10/19** | <ul style="list-style-type: none"> 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: 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.

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 1/2"; saddle-stitched binding.

AD UNIT SIZES

| | |
|-----------|------------------------------------|
| Full Page | 7" x 9 3/4" |
| 1/2 Page | 4 5/8" x 7 1/4" or 7" x 4 3/4" |
| 1/3 Page | 4 1/2" x 4 3/4" or 2 1/4" x 9 3/4" |

TRIM SIZES

| | |
|-------------------------------|-------------------|
| Full Page Trim | 7 7/8" x 10 1/2" |
| Bleed Size | 8 1/8" x 10 3/4" |
| Non-Bleed Size | 7" x 9 3/4" |
| Head Trim | 1/8" |
| Foot Trim | 1/8" |
| Face Trim | 1/8" |
| Spine Trim | 1/8" |
| Bleed Spread Size | 16 1/4" x 10 3/4" |
| Spread Size Gutter Bleed Only | 16" x 10 3/4" |

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

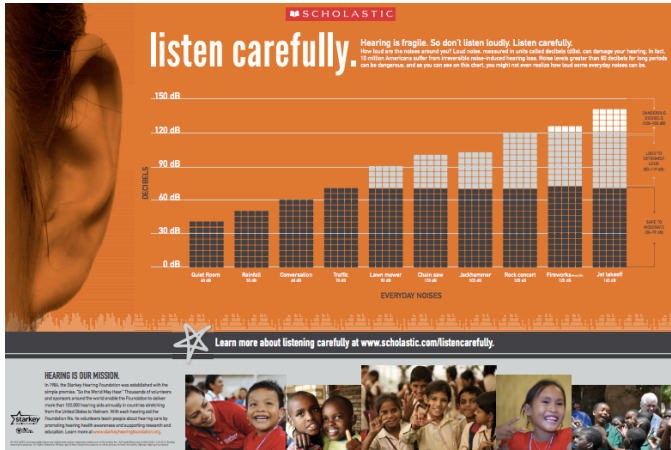
E-mail materials to: profmag@scholastic.com
Or contact Elaine Esguerra for FTP site information.

CUSTOM ADVERTISING TO INCREASE BRAND AWARENESS

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.



BE A TECH DETECTIVE! Solve mysteries and activities about technology, social media, and online computing.

Chance for nine students to win XPS 13 Ultrabooks* and Microsoft® M111 laptops from Dell! See inside for details.

Dear Teachers: Hearings by the Book™ is a new Scholastic™ program for students and teachers. It's a fun, interactive way to learn about technology, social media, and online computing. It's a fun, interactive way to learn about technology, social media, and online computing. It's a fun, interactive way to learn about technology, social media, and online computing.

Visit Dell.com/Scholastic for student discounts, special offers, and information about our products.

Alice and Sparky the Fire Dog! Have Two Ways Out!

YOU CAN SAVE YOURSELF! YOU CAN SAVE YOURSELF! YOU CAN SAVE YOURSELF!

YOU CAN SAVE YOURSELF! YOU CAN SAVE YOURSELF! YOU CAN SAVE YOURSELF!

YOU CAN SAVE YOURSELF! YOU CAN SAVE YOURSELF! YOU CAN SAVE YOURSELF!

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

There's Only One Way to Build Effective Educators

For too long, the effectiveness of America's educators has been measured by student performance, test scores, and grades. But studies show that students will never be able to progress until the focus is put on educators—what they need to learn, how they need to grow, and how they can transform classrooms.

29% Schools that used PD no longer showed steady test scores

Observation 360™ - The system that makes teacher observation for more than just observing teachers.

PD 360™ - The Next Step: On-demand PD. School Improvement Network's educator effectiveness system gives teachers and leaders that opportunity. With this system, educators have everything they need to grow, learn, and improve. It's a platform of on-demand content for helping all teacher learners move forward.

Common Core 360™ - "Exceptional" is the only standard for teachers. Common Core 360 contains detailed videos with specific learning objectives, and includes a wealth of teacher resources, and more. Common Core 360 is the only resource that can lead any educator from the most basic understanding of the Common Core to the highest level of implementation of the Standards.

Every Teacher Effective. Every Student Ready. School Improvement Network's Common Core 360™ and Observation 360™ are the only resources that can lead any educator from the most basic understanding of the Common Core to the highest level of implementation of the Standards.

Education can learn, grow, evolve, and thrive. And get there, it's all in the content. Visit www.schoolimprovement.com

CUSTOM ADVERTISING TO INCREASE BRAND AWARENESS (continued)

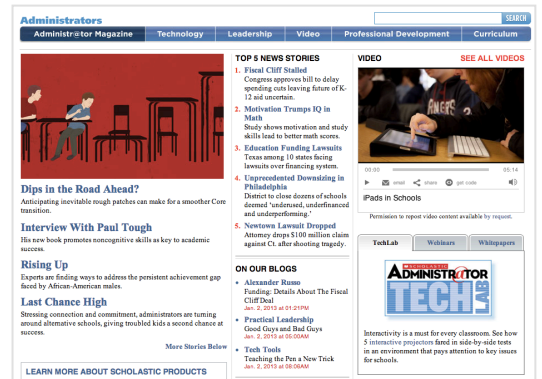
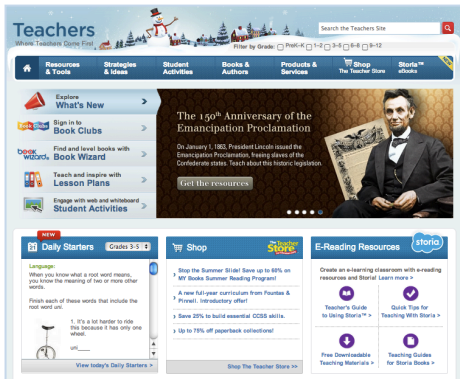
Digital Advertising

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

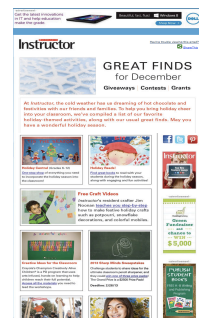
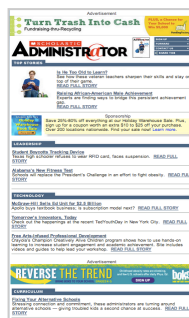
- 40+ million page views per month
- 14+ million ad impressions per month
- 2.2 million unique visitors per month



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.

A Better Way to Learn

My Mimio My Story

Learn how school districts across the country are succeeding with Mimio technology.

mimio

SHARE

SUCCESS STORY: HEMPFIELD, PA Meeting School Technology Needs With Cost-Effective Tools

READ NOW

SUCCESS STORY: HOPWELL, GA Flexible Technology That Fits District Budgets

READ NOW

Case Studies

Read about how budget and usability drove the integration of classroom technologies in two school districts.

STANARDSVILLE, VA

STAFFORD, CT

ENERGY SAVERS

ENERGY CONSERVATION PROGRAM GRADES 2-4

Hands-on activities that support academic skills while educating your students about conserving energy in school and at home!

ONCOR

SHARE THIS

TEACHER RESOURCES

You Can Conserve! » Show students that the power is in their hands with this conservation quiz and lesson.

Check the Clock! » Expand your students' awareness of peak times with a hands-on science activity.

Waste Up? » History and math blend to inspire your students to learn more about their personal energy usage.

Flora is Cool! » Your students become energy ambassadors in this fun writing and language arts activity.

FAMILY RESOURCES

Families can work together to learn about their kilowatt-hour resources and improve their energy habits.

Download in English »

ADDITIONAL RESOURCES

No Peeking! » Students can play this game in class or at home to practice using energy wisely.

Download in English »

Download in Spanish »

Personality Quiz » This fun quiz will reveal your students' energy-saving personalities.

Take the Quiz »

TELL US WHAT YOU THINK ABOUT ENERGY SAVERS! »

FISKARS

World's #1 Scissors Brand

Lessons and Crafts

Articles

Fiskars.com

Like Us

SHARE

Add us to your school supply list

TEACHERS

Thank you for making us #1!

PARENTS

Fun Classroom Crafts

Teachers looking to stock up, spruce up, or better organize their classroom this year uploaded their school supply lists for a chance to win a \$1,000 gift card. Now that the contest has ended, visit our craft archive for hands-on lessons and activities that can bring color and fun into your classroom.

Download our school supply list template

Download Now

Fun Lessons & Crafts

Visit the Archive »

Paper Planes

Royal Hats

Stenciled Paper Cards

Fabric Lanterns

Tissue Box Toss

SMART

Extraordinary made simple®

Home

Teachers

Search the SMART Exchange

Administrators

Create Flexible Learning Environments

Looking for interactive whiteboard lessons?

The SMART Exchange website is the #1 destination for the best SMART Board interactive whiteboard classroom-ready resources. With over 60,000 resources, you'll find the lesson content, images, or inspiration you need to add interactivity into your instruction. You can search all resources, developed by fellow teachers and education publishers by keyword, subject, grade, educational standards correlation, and country of origin.

Search free resources.

Featured Lessons

Science Videos

Maps

3D Models

Storytelling

Measurement and Geometry

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

CUSTOM PARTNERSHIPS TO INCREASE REACH, BRAND ENGAGEMENT AND LEAD GENERATION (continued)

*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.

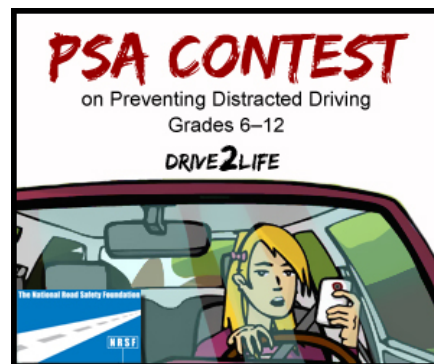
Furthermore, we can customize your emails to grade, subject area, household income, geographical area, and more!

**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/kidsscissors>

LOFT Loves Teachers Sweepstakes

<http://scholastic.com/loftlovesteachers>

CUSTOM PARTNERSHIPS TO INCREASE REACH, BRAND ENGAGEMENT AND LEAD GENERATION (continued)

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.

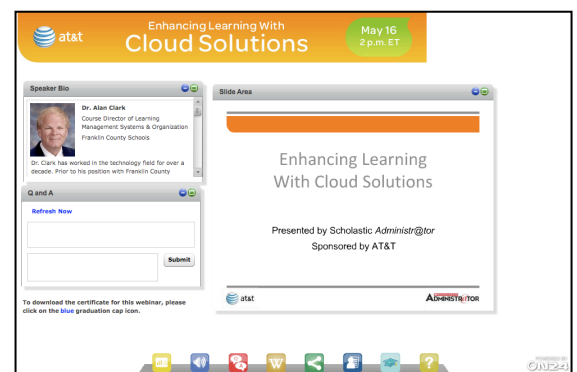
All Scholastic webinars are:

- 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



Adapting to the Common Core
Strategies for K-12 Classrooms

USC Rossier
School of Education



THE EXPANDING SOCIAL MEDIA WORLD OF SCHOLASTIC

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.

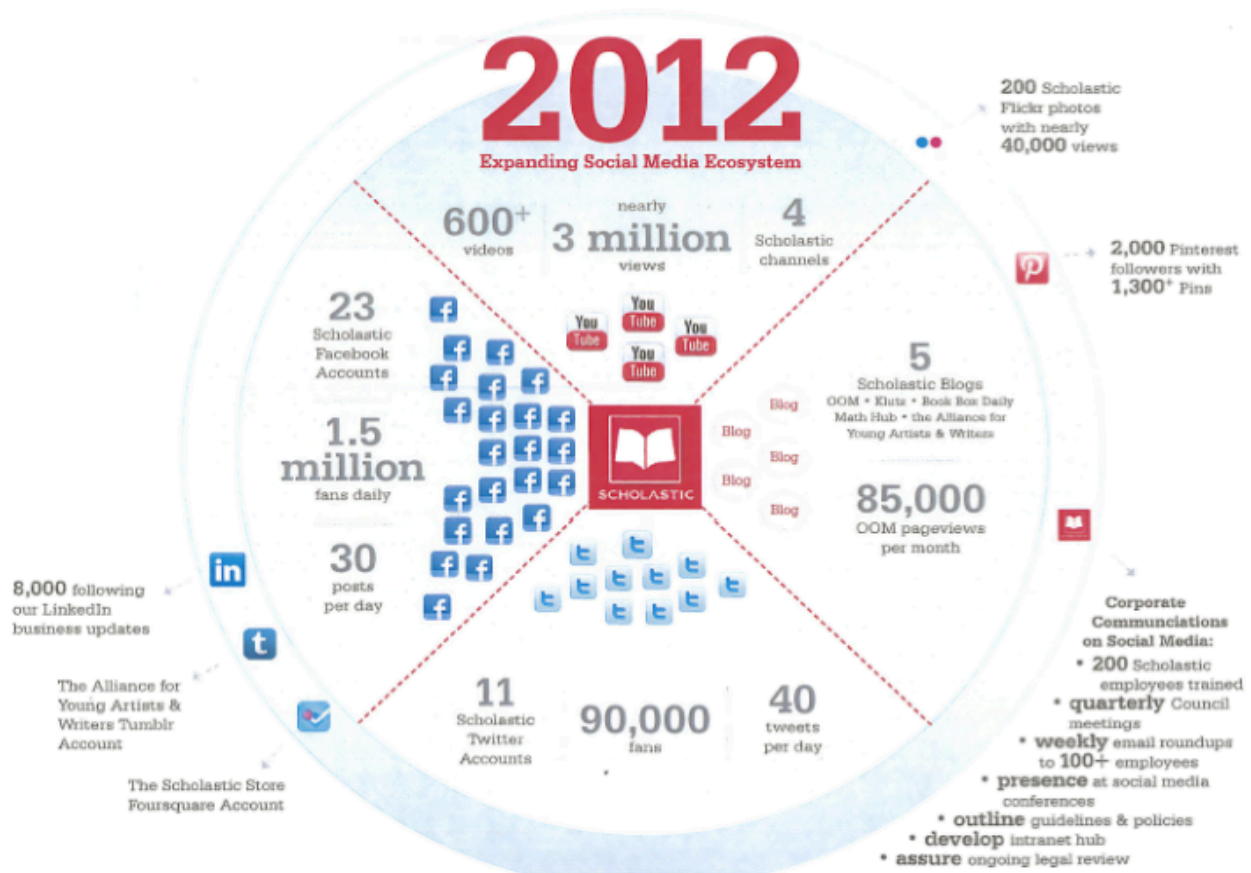


- **Teachers 111K+**
<http://www.facebook.com/ScholasticTeachers>
- **Parents: 216K+**
<http://www.facebook.com/ScholasticParents>
- **Scholastic Corporate: 172K+**
<http://www.facebook.com/Scholastic>
- **This is Teen: 97K+**
<http://www.facebook.com/ThisIsTeen>



- **Teachers: 31K+**
[@ScholasticTeach](https://twitter.com/ScholasticTeach)
- **Scholastic: 56K+**
[@Scholastic](https://twitter.com/Scholastic)
- **Parent & Child: 14K+**
[@PARENTandCHILD](https://twitter.com/PARENTandCHILD)

The Expanding Social Media World of Scholastic



THE COMPANY WE KEEP



CONTACT YOUR SCHOLASTIC PROFESSIONAL MEDIA TEAM

EAST COAST

Michele Robinson

Group Publisher
Scholastic Inc.
557 Broadway
New York, NY 10012
Phone: 212.343.6455
Fax: 212.389.3505
mrobinson@scholastic.com

Jenna Bryerman

Senior Sales & Marketing Associate
Scholastic Inc.
557 Broadway
New York, NY 10012
Phone: 212.343.6205
Fax: 212.389.3505
jbryerman@scholastic.com

WEST COAST

Lisa Hershey

National Advertising Director
1119 Cty Hwy 54
Cherry Valley, NY 13320
Phone: 607.264.5018
Fax: 888.507.2310
lisa@livingstonmarketing.com

Chrissy Bridger

Marketing Associate
1119 Cty Hwy 54
Cherry Valley, NY 13320
Phone: 607.264.5017
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.

Instructor

**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

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 SUBSCRIPTIONS | VERIFIED SUBSCRIPTIONS | TOTAL PAID & VERIFIED SUBSCRIPTIONS | 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 SUBSCRIPTIONS | VERIFIED SUBSCRIPTIONS | TOTAL PAID & VERIFIED SUBSCRIPTIONS | 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 CONTERMINOUS 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 | | |

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Scholastic, Inc.

INSTRUCTOR, published by Scholastic Inc. • 557 Broadway • New York, NY 10012-3999

DANIELLE MIRSKY

MICHELE ROBINSON

Date Signed: July 31, 2012

Director of Digital & Direct Marketing

Group Publisher

P: 212.343.6311 • F: 212.343.4808 • URL: www.instructor@scholastic.com

Established: 1891

ABC Member since: 1924

| | | |
|-----------|---|----------|
| 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 |



**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.

No. 999/06-12

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



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

Official Publication of: None
Established: 2002
Issues per year: 6

FIELD SERVED

SCHOLASTIC ADMINISTRATOR 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 |

Scholastic Administrator / June 2012

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 | State | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| Maine _____ | 440 | 35 | 475 | | Kentucky _____ | 1,254 | 81 | 1,335 | |
| New Hampshire _____ | 205 | 34 | 239 | | Tennessee _____ | 1,272 | 128 | 1,400 | |
| Vermont _____ | 163 | 18 | 181 | | Alabama _____ | 1,031 | 66 | 1,097 | |
| Massachusetts _____ | 1,602 | 152 | 1,754 | | Mississippi _____ | 873 | 45 | 918 | |
| Rhode Island _____ | 251 | 11 | 262 | | EAST SO. CENTRAL | 4,430 | 320 | 4,750 | 6.5 |
| Connecticut _____ | 993 | 83 | 1,076 | | Arkansas _____ | 906 | 54 | 960 | |
| NEW ENGLAND | 3,654 | 333 | 3,987 | 5.5 | Louisiana _____ | 939 | 116 | 1,055 | |
| New York _____ | 3,712 | 524 | 4,236 | | Oklahoma _____ | 1,185 | 95 | 1,280 | |
| New Jersey _____ | 2,619 | 278 | 2,897 | | Texas _____ | 5,969 | 521 | 6,490 | |
| Pennsylvania _____ | 3,184 | 250 | 3,434 | | WEST SO. CENTRAL | 8,999 | 786 | 9,785 | 13.4 |
| MIDDLE ATLANTIC | 9,515 | 1,052 | 10,567 | 14.4 | Montana _____ | 497 | 22 | 519 | |
| Ohio _____ | 3,239 | 230 | 3,469 | | Idaho _____ | 397 | 27 | 424 | |
| Indiana _____ | 1,573 | 135 | 1,708 | | Wyoming _____ | 204 | 17 | 221 | |
| Illinois _____ | 3,273 | 365 | 3,638 | | Colorado _____ | 846 | 88 | 934 | |
| Michigan _____ | 2,319 | 214 | 2,533 | | New Mexico _____ | 429 | 35 | 464 | |
| Wisconsin _____ | 1,388 | 118 | 1,506 | | Arizona _____ | 1,231 | 113 | 1,344 | |
| EAST NO. CENTRAL | 11,792 | 1,062 | 12,854 | 17.5 | Utah _____ | 512 | 46 | 558 | |
| Minnesota _____ | 1,362 | 132 | 1,494 | | Nevada _____ | 216 | 28 | 244 | |
| Iowa _____ | 879 | 75 | 954 | | MOUNTAIN | 4,332 | 376 | 4,708 | 6.4 |
| Missouri _____ | 1,516 | 136 | 1,652 | | Alaska _____ | 195 | 9 | 204 | |
| North Dakota _____ | 332 | 17 | 349 | | Washington _____ | 1,287 | 90 | 1,377 | |
| South Dakota _____ | 301 | 24 | 325 | | Oregon _____ | 735 | 49 | 784 | |
| Nebraska _____ | 516 | 63 | 579 | | California _____ | 5,926 | 569 | 6,495 | |
| Kansas _____ | 815 | 68 | 883 | | Hawaii _____ | 207 | 18 | 225 | |
| WEST NO. CENTRAL | 5,721 | 515 | 6,236 | 8.5 | PACIFIC | 8,350 | 735 | 9,085 | 12.4 |
| Delaware _____ | 192 | 11 | 203 | | UNITED STATES | 66,992 | 6,290 | 73,282 | 100.0 |
| Maryland _____ | 795 | 136 | 931 | | U.S. Territories _____ | 2 | - | 2 | |
| Washington, DC _____ | 49 | 20 | 69 | | Canada _____ | - | 8 | 8 | |
| Virginia _____ | 1,757 | 168 | 1,925 | | Mexico _____ | - | - | - | |
| West Virginia _____ | 457 | 53 | 510 | | Other International _____ | - | - | - | |
| North Carolina _____ | 1,758 | 220 | 1,978 | | APO/FPO _____ | - | - | - | |
| South Carolina _____ | 1,021 | 70 | 1,091 | | TOTAL QUALIFIED CIRCULATION | 66,994 | 6,298 | 73,292 | 100.0 |
| Georgia _____ | 1,959 | 147 | 2,106 | | | | | | |
| Florida _____ | 2,211 | 286 | 2,497 | | | | | | |
| SOUTH ATLANTIC | 10,199 | 1,111 | 11,310 | 15.4 | | | | | |

| 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 | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | 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 | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | 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. | Date signed | August 2, 2012 |
| Michele Robinson, Group Publisher | State | New York |
| Danielle Mirsky, Director of Digital & Direct Marketing | County | New York |
| (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) | Received by BPA Worldwide | August 2, 2012 |
| IMPORTANT NOTE: | Type | PJ |
| This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide. | ID Number | S351P0J2 |

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.

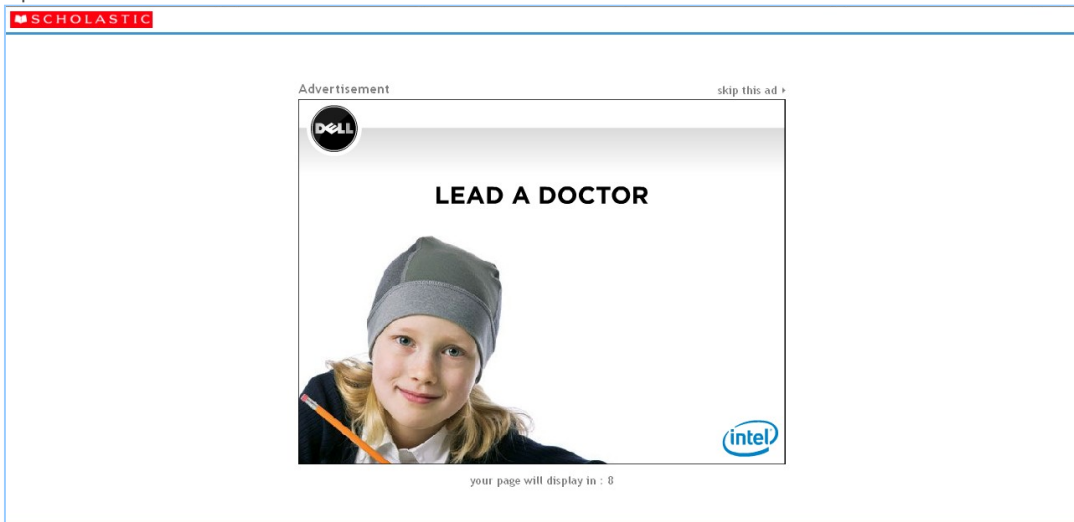
2. Tiled Right Image: 50x1447px. The bottom of this file should also fade into the same hex color.

- **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

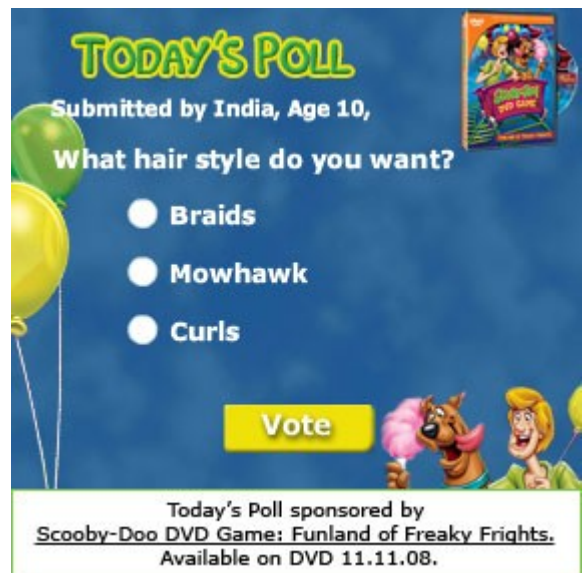
Should have a solid color background.

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

Parents Channel

no more tangles!
shampoo, detangler & leave-in conditioner
Now JOHNSON'S® has everything you need for
KID-FRIENDLY HAIR CARE!

Button
120 x 90

Leaderboard
728 x 90

Vote for President!
Encourage your children to participate in Scholastic's Student Vote!

Medium Rectangle
300 x 250

Large Button
180 x 150

Quit Nits!
WILD CHILDREN
BEAT LICHT NATURALLY!

ZYRTEC® #1 prescribed.
Now without a prescription.

Button
120 x 90

Wide Skyscraper
160 x 600

Large Button
180 x 150

Let's Play!
Parents, welcome to a brand-new Scholastic destination for you and your child. Read together, print pictures, play with and watch all your favorite characters, and much more!

Now On Disney DVD
Click to Expand for Fun!

Favorite Sites
Clifford
The Magic School Bus
LAMP

What's New
Printables
Clifford

Play Now
Clifford
Pet Clifford

More For Parents
Subscribe to Our Parent Newsletter
Family Playground

Family Playground

Parents Homepage

Button
120 x 90

Wide Skyscraper
160 x 600

Large Button
180 x 150

The Magic School Bus
Take a tour!
Explore on your own!

LISTERINE
AGENT CoolBlue
TARTING RINSE
So kids

Help us reach 1 Million Reading Hours!
Help kids love reading - and SAVE!

Subscribe to Our Parent Newsletter
Scholastic's Parent Update is a free newsletter, with three editions every month: one each for parents of children in preschool, elementary school, and middle school.

Family Playground
Play together online with your child's favorite characters in our activity center, a 2009 NAEP® Gold winner.

Family Playground

Parents Channel

Sample Parents Newsletter

Sponsorship
88 x 31

Half Banner
234 x 60

Half Skyscraper
120 x 240

SCHOLASTIC Having trouble viewing this email? [Forward to a Friend](#)

Elementary School Parent Update | May 2009
SUMMER IS HERE!
IN THIS ISSUE: • [Bring on the Spring!](#) • [What to Read Tonight](#) • [At-Home Activities](#)


 **Dear Friend 'firstNameUp'.**

You all know the old saying "April showers bring May flowers," and sure enough, as I write this letter, it's pouring outside! After a long, extra-cold winter, rainy days can make kids (and their parents!) stir-crazy. But fear not — there is plenty of rainy-day fun to be had! Try growing a rock garden or bringing the outdoors inside by putting together a terrarium. Or use the rain as an opportunity to talk about all different types of weather — you might find you've got a budding meteorologist on your hands!


And the good news about all that rain, of course, is that it helps everything grow! When the sun finally comes out, we head outside for my son's favorite activity — you and I would call it gardening, but he prefers, "Mommy, can we dig in the dirt?" Gardening and planting are a great way to get children in touch with nature. And with Earth Day falling in April, connecting with nature gives your child the chance to feel protective of our planet and get conscious about being "green."

What have your kids learned from nature? What are your favorite ways to help them feel connected to it? Talk about it on our message boards, or email me at preschoolmom@scholastic.com.

Here's to an amazing April!

 Tia Disick, Editor

P.S. If you like this newsletter, please share it with a friend!

BRING ON THE SPRING! sponsored by 

Good-bye winter — and hello spring! Take advantage of the return of warmth and sun by heading outside with your children.

- [Hands-On on Gardening and Nature Projects](#)
Got a green thumb? Let your kids get down and dirty with outdoor fun!
- [Share the Outdoors With Your Child](#)
When spring blooms in your neighborhood, venture outside and soak up the sun!
- [Spring Cleaning — Fun for the Whole Family!](#)
Get your house in shape with the help of a terrific crew: your kids!
- [Ten Teachable Moments in Your Backyard](#)
There are a wealth of nature-inspired teaching opportunities, right in your backyard!


WHAT TO READ TONIGHT

Good-bye winter — and hello spring! Take advantage of the return of warmth and sun by heading outside with your children.

- [Hands-On on Gardening and Nature Projects](#)
Got a green thumb? Let your kids get down and dirty with outdoor fun!
- [Share the Outdoors With Your Child](#)
When spring blooms in your neighborhood, venture outside and soak up the sun!
- [Spring Cleaning — Fun for the Whole Family!](#)
Get your house in shape with the help of a terrific crew: your kids!
- [Ten Teachable Moments in Your Backyard](#)
There are a wealth of nature-inspired teaching opportunities, right in your backyard!

Scholastic Presents:

Summer Challenge LIVE! **Live Webcast:** April 30, 1:00 p.m. EST scholastic.com/summer

AT-HOME ACTIVITIES sponsored by 

Good-bye winter — and hello spring! Take advantage of the return of warmth and sun by heading outside with your children.

- [Hands-On on Gardening and Nature Projects](#)
Got a green thumb? Let your kids get down and dirty with outdoor fun!
- [Share the Outdoors With Your Child](#)
When spring blooms in your neighborhood, venture outside and soak up the sun!
- [Spring Cleaning — Fun for the Whole Family!](#)
Get your house in shape with the help of a terrific crew: your kids!
- [Ten Teachable Moments in Your Backyard](#)
There are a wealth of nature-inspired teaching opportunities, right in your backyard!

EXPERT ADVICE **SEND CLIFFORD A CARD** **MARK YOUR CALENDAR**

| | | |
|--|--|--|
| <p><i>Parent & Child</i></p> <p>magazine welcomes parent advocate and autism expert Nancy D. Wiseman. Nancy will answer your questions during April about early detection of autism in children and intervention efforts.</p> <p>Ask Nancy a question today.</p> | <p><i>Parent & Child</i></p> <p>magazine welcomes parent advocate and autism expert Nancy D. Wiseman. Nancy will answer your questions during April about early detection of autism in children and intervention efforts.</p> <p>Ask Nancy a question today.</p> | <p><i>Parent & Child</i></p> <p>magazine welcomes parent advocate and autism expert Nancy D. Wiseman. Nancy will answer your questions during April about early detection of autism in children and intervention efforts.</p> <p>Ask Nancy a question today.</p> |
|--|--|--|

Did you receive this Newsletter from a friend?
Want your own copy next month?
SIGN UP

American Association of Orthodontists

See More Than A Smile. See An Orthodontist!

Find an AAO-member orthodontist in your area by visiting Braces.org

Scholastic Presents

The Scholastic Store

SPRING SALE!

up to 75% off

Free Shipping! use code: **SSDRPNL**

ends 4/30

BUY NOW

Scholastic Presents

Summer Challenge LIVE! **Live Webcast:** April 30, 1:00 p.m. EST scholastic.com/summer

Stacks Channel

Leaderboard

728 x 90

3 Button Ad Sizes Available:

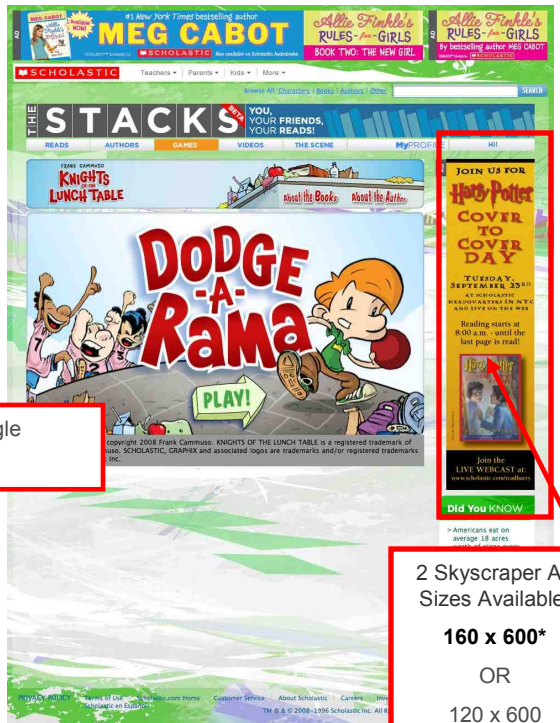
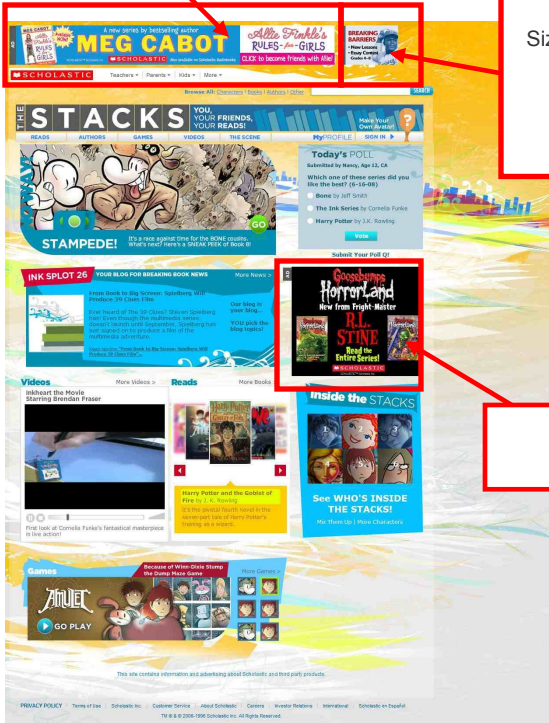
- 200 x 90*
- 150 x 90
- 120 x 90

Medium Rectangle

300 x 250

2 Skyscraper Ad Sizes Available:

- 160 x 600*
- OR
- 120 x 600



*indicates preferred size



Peel-Back Ad Sample

Parents site

The screenshot shows the Scholastic Parents website interface. At the top, there is a navigation bar with links for Teachers, Parents, Kids, Administrator, Librarians, and More. Below this is a search bar and a main menu with categories like SCHOOL & LEARNING, BOOKS & READING, ACTIVITIES, and FAMILY LIFE. The main content area features a large banner for 'FEEL BETTER THIS FALL!' with an image of a woman and a child. To the right, there are 'QUICK LINKS FOR PARENTS' including 'Find READING IDEAS for your child', 'Browse our recommended BOOK LISTS', 'ORDER BOOKS from your class flyer', 'Visit SCHOLASTIC BOOK FAIRS', and 'Access your child's CLASSROOM HOMEPAGE'. A 'SAVE 15%' banner is visible at the top right. A red box highlights a 'peel-back' effect on the top right corner of the page, where a yellow 'SAVE 15%' card is being lifted to reveal a 'DISCOVER CardBook Bonus' underneath. The card text includes 'SAVE 15% Just use your Discover card. Enter online code: "DISCOVER" through Dec. 31'.

Stacks site

The screenshot shows the Scholastic Stacks website interface. At the top, there is a navigation bar with links for Teachers, Parents, Kids, Administrator, Librarians, and More. Below this is a search bar and a main menu with categories like READS, AUTHORS, GAMES, VIDEOS, and THE SCENE. The main content area features a large banner for 'THE STACKS YOU, YOUR FRIENDS, YOUR READS!' with an image of a bookshelf. To the right, there are 'QUICK LINKS FOR PARENTS' including 'Find READING IDEAS for your child', 'Browse our recommended BOOK LISTS', 'ORDER BOOKS from your class flyer', 'Visit SCHOLASTIC BOOK FAIRS', and 'Access your child's CLASSROOM HOMEPAGE'. A 'SAVE 15%' banner is visible at the top right. A red box highlights a 'peel-back' effect on the top right corner of the page, where a yellow 'SAVE 15%' card is being lifted to reveal a 'Visit Me at donalyp.com' underneath. The card text includes 'SAVE 15% Just use your Discover card. Enter online code: "DISCOVER" through Dec. 31'.

Family Playground Wallpaper Ad Sizes

Primary Image

Secondary Image

The image shows a screenshot of the Scholastic Family Playground website. A red border highlights the main content area. A central red box labeled 'X' specifies dimensions of 900px width and 965px height. Other dimensions are indicated by red arrows and labels: 'A:170px' on the left, 'C:170px' on the right, 'E:235px' at the bottom, and 'D:50px' on a vertical bar to the right. The website content includes a top navigation bar, a featured activity section with 'Let's Play!', a 'Now On Disney DVD' section, 'Favorite Sites' (Magic School Bus, Clifford, MSPY, Masha and the Bear), 'What's New' (Ruby and the Booker Boys, Printables, Clifford), 'Play Now' (Clifford: The Big Red Dog), and a 'More For Parents' section with a newsletter sign-up and a NAPPA award mention.



E: hexadecimal color

E: hexadecimal color

Stacks Wallpaper Ad Sizes

Primary Image

Secondary Image

The screenshot shows the Scholastic Stacks website. A red border highlights the main content area. Annotations include:

- A: 35px**: Points to the top navigation bar.
- B: 920px width**: Points to the width of the main content area.
- C: 25px**: Points to the height of the 'Author Spotlight' section.
- E: hexidecimal color**: Points to the background color of the main content area.

Website content includes: 'NECROPOLIS' banner, 'BOOK FOUR OF THE GATEKEEPERS ANTHONY HOROWITZ', 'Allie Finkle's RULES-for-GIRLS', 'Stacks SLIDESHOW' with a Harry Potter book, 'Cool Books TO CHECK OUT' with categories like Fantasy, Sci-Fi, and Mystery, 'Author Spotlight' for Jon Scieszka and Emma Clayton, and 'READS: INK SPLOT 26'.



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 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.

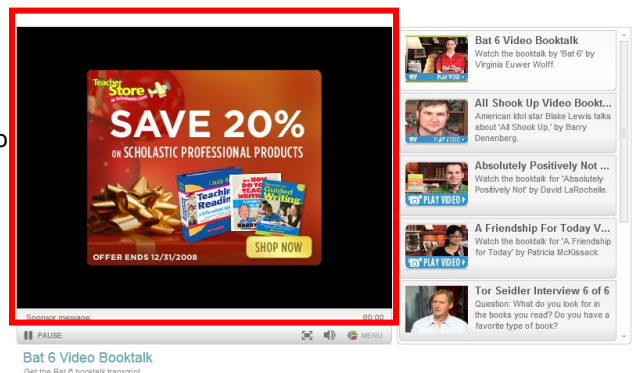
Specs for the standalone units/ad units within the pods

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 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

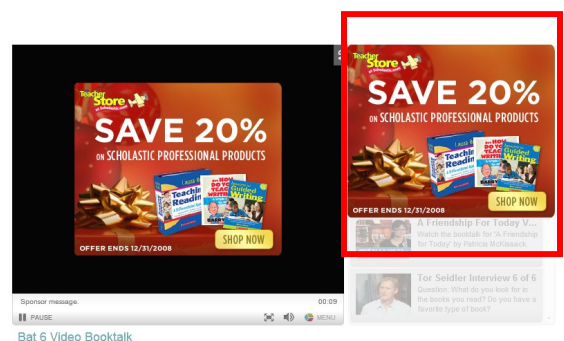
- Dimensions – 480x360
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

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 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

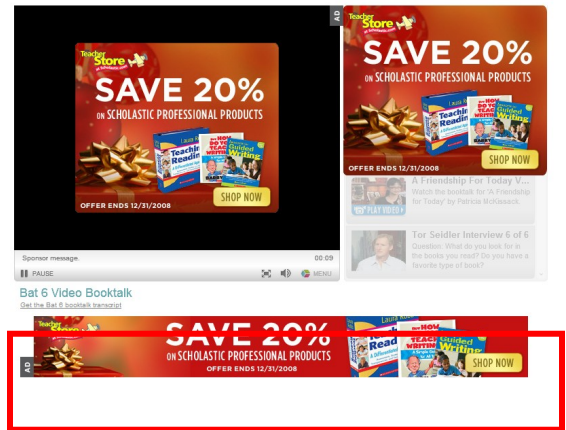
- Dimensions – 300x250
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

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".

