

**SCHOLASTIC**  
PROFESSIONAL MEDIA

# The brand and voice educators trust.

**SCHOLASTIC**  
**ADMINISTR@TOR**

**SCHOLASTIC**  
**Instructor**

## 2013 Media Kit

(updated August 16, 2013)

## TABLE OF CONTENTS

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### 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.*

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## THE STATE OF TODAY'S EDUCATION MARKET

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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!**

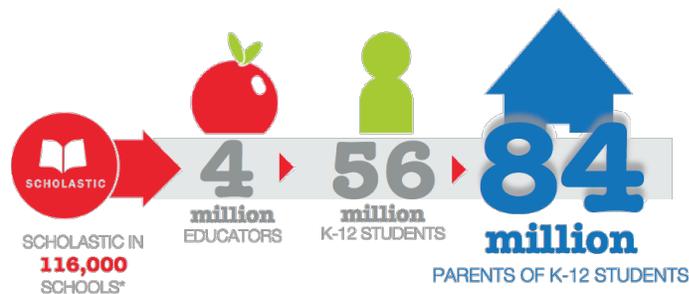


## WELCOME

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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 – 9<sup>th</sup> 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*

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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.

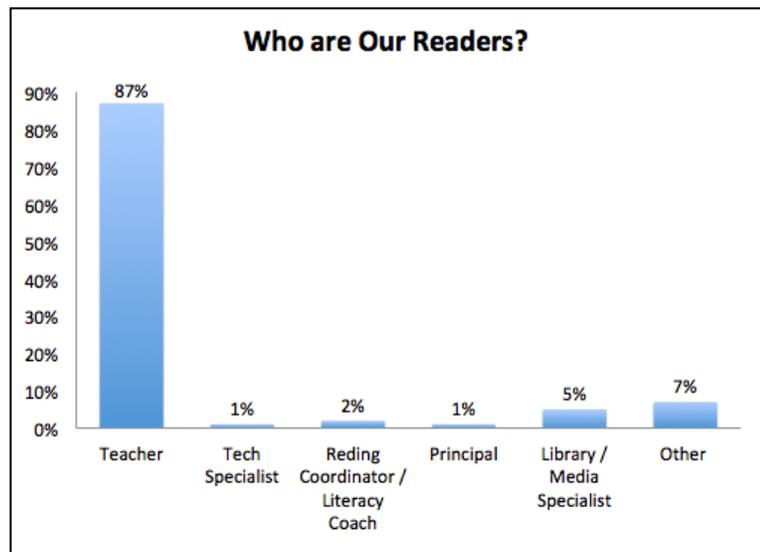


**SCHOLASTIC**  
**Instructor**

### ***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

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## 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

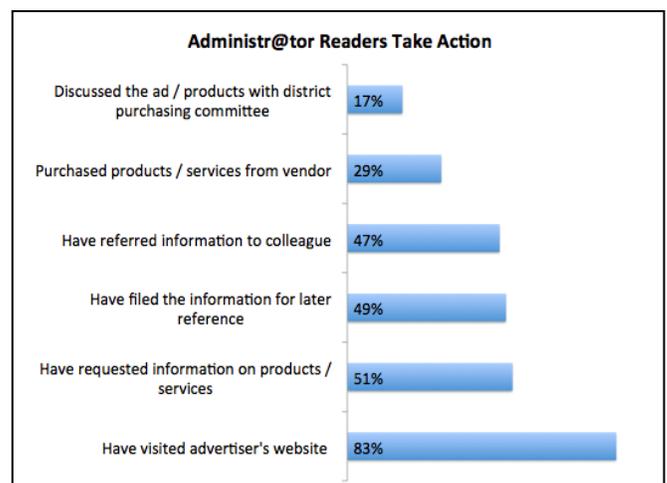
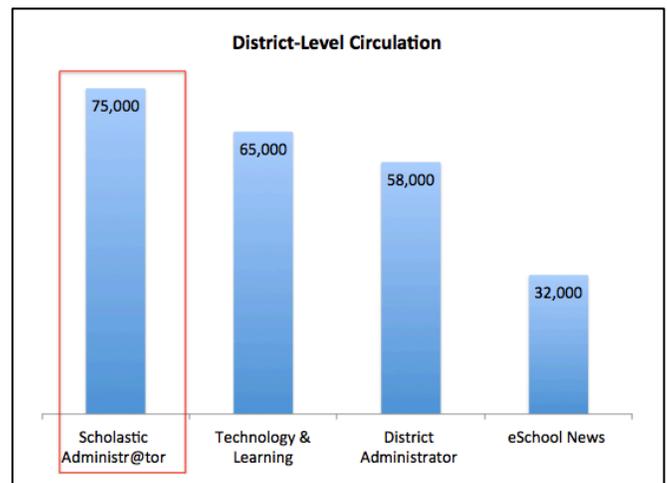
### **The *Administr@tor* Reader's Profile**

**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 / 2014 Issues	In Schools	Ad Close	Ads Due	Highlights
<b>Back to School*</b>	8/20**	7/8**	7/9**	<ul style="list-style-type: none"> <li>• Common Core: ELA Anchor Standards &amp; Math</li> <li>• Practice Standards</li> <li>• PD: New Teacher Survival Guide</li> <li>• Getting the Grant</li> <li>• Teacher's Picks: Back to School Supplies and Tech</li> </ul>
<b>Fall</b> Tech Teaching Bonus Circ: NCTE, NSBA	10/14**	9/4**	9/5**	<ul style="list-style-type: none"> <li>• Common Core: Unlocking Complex Texts</li> <li>• Tech Teaching: Lessons Integrating Whiteboards, Doc Cams, Tablets, Cameras, and More</li> <li>• Real Solutions for Bullying</li> <li>• PD: Helping Students with Special Needs</li> <li>• Teacher's Picks: Math Games</li> </ul>
<b>Late Fall*</b> Professional Development	12/05**	10/25**	10/28**	<ul style="list-style-type: none"> <li>• Common Core: Myths and Facts</li> <li>• Using Humor in the Classroom</li> <li>• Boys and Learning: The Latest Research</li> <li>• PD: Getting a Master's Degree</li> <li>• Teacher's Picks: Gaming and Apps</li> </ul>
<b>Winter*</b> Arts & Crafts Bonus Circ: FETC, TCEA, CUE	2/10**	1/03**	1/06**	<ul style="list-style-type: none"> <li>• Common Core: Strategies for Close Reading</li> <li>• Tech Teaching: Lesson Sharing, Pros and Cons</li> <li>• The Crafty Classroom</li> <li>• PD: Moving into Administration</li> <li>• Teacher's Picks: Arts &amp; Crafts</li> </ul>
<b>Spring</b> Science & Tech Bonus Circ: U.S. News STEM Solutions, IRA, SIIA	3/31**	2/20**	2/21	<ul style="list-style-type: none"> <li>• Common Core: Real World Math</li> <li>• STEM: Everyday Engineering</li> <li>• Celebrate National Poetry Month</li> <li>• PD: Avoiding Burnout</li> <li>• Teacher's Picks: Science Products</li> </ul>
<b>Summer*</b> Summer Reading Bonus Circ: ISTE	5/15**	4/07**	4/08**	<ul style="list-style-type: none"> <li>• Common Core: What 2013/2014 Taught Us</li> <li>• 5 Experts on Motivating Summer Reading</li> <li>• Amazing Reading for Summer</li> <li>• PD: Ace Your Interview</li> <li>• Teacher's Picks: Reading Games</li> </ul>

*\* 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 / 2014 Issues	In Schools	Ad Close	Ads Due	Highlights
<b>Back to School*</b>  <i>Common Core / Tablets</i>	8/20**	7/8**	7/9**	<ul style="list-style-type: none"> <li>CURRICULUM: Common Core scorecard</li> <li>TECHNOLOGY: Tablet Installation Guide: A-Z</li> <li>LEADERSHIP: Five Leaders who Initiated Radical Change</li> <li>CURRICULUM: How to challenge your top students</li> <li>INTERNATIONAL: What you can Learn from Finland and South Korea</li> <li>TECHNOLOGY: Obama's new E-Rate Push</li> <li>LEADERSHIP: First-Year Superintendent Survival Guide</li> </ul>
<b>Fall*</b>  <i>RTI, Special Education, Curriculum and PD</i>  Bonus Circ: NCTE, SIIA, EdScape	10/10**	9/4**	9/5**	<ul style="list-style-type: none"> <li>SPECIAL NEEDS: How the Common Core Affects your ELL, RTI and Special Ed students</li> <li>CURRICULUM: The Fight Over the Common Core: When Will it End?</li> <li>SPECIAL ED: What you Need to Know about the Rise in Autistic Students / How to Work Effectively with Parents of Special Ed Children</li> <li>PD: Training Your Principals and Administrative Staff</li> <li>TECHNOLOGY: Lessons from the Latest RTTT Winners</li> <li>SECURITY: The Latest in Emergency Notification Systems</li> <li>CURRICULUM: Full-Day K versus Universal PreK</li> </ul>
<b>Late Fall</b>  <i>BYOD, Cloud Computing</i>  Bonus Circ: SIIA	12/05**	10/25**	10/28**	<ul style="list-style-type: none"> <li>BYOD: 5 Ways to Improve your Program / Tips for Beginners</li> <li>CLOUD COMPUTING: How Cloud is Revolutionizing Schools Quietly</li> <li>PD: Best Ways to Get Your Teachers (and Principals) Ready for Core Assessments</li> <li>SECURITY: State of Security, One Year after Sandy Hook</li> <li>TECH: The Growing Rush to Digital Materials</li> <li>MANAGEMENT: How Classroom Management Systems can help Teachers Differentiate Learning</li> </ul>
<b>Winter*</b>  <i>MDM / Teacher Evaluation</i>  Bonus Circ: TCEA, FETC, CUE, CoSN, ASCD	2/06**	1/03**	1/06	<ul style="list-style-type: none"> <li>COMMON CORE: Mixing Teacher Evaluation with Core Results</li> <li>TECHNOLOGY: Mobile Device Management Best Practices</li> <li>HEALTH: Guarding Against Concussions</li> <li>LEADERSHIP: Flipped Schools, Year 2</li> <li>CURRICULUM: Implementing Programming Courses in Your District</li> </ul>

				<ul style="list-style-type: none"> <li>GAMING: Updates on the Latest Trends</li> </ul>
<b>Spring*</b> <i>Common Core / Assessment</i> Bonus Circ: U.S. News STEM Solutions, IRA, SIIA	3/31**	2/21**	2/24**	<ul style="list-style-type: none"> <li>COMMON CORE: How to Interpret Your First Common Core Results</li> <li>PD: Testing and Technology: Can They Mix?</li> <li>INVESTIGATION: The Credit Recovery Hoax</li> <li>LEADERSHIP: What You Can Learn From Charter Schools</li> <li>CURRICULUM: Are Virtual and Remote Labs the Next Big Thing?</li> <li>TECHNOLOGY: How Social Media is Changing Education</li> </ul>
<b>Summer*</b> <i>Blended Learning / MDM</i> Bonus Circ: ISTE	5/15	4/07	4/08	<ul style="list-style-type: none"> <li>CURRICULUM: Creating the Blended Learning Model that Works for your District</li> <li>MANAGEMENT: How to Properly Control your Students' BYOD Devices</li> <li>CURRICULUM: How to Keep Evolving your Core Implementation</li> <li>PD: How to Help Teachers Best Integrate New Technology</li> <li>TECHNOLOGY: School-Created Apps</li> <li>LIBRARIANS: Best Way to Use These Experts</li> </ul>

\* Included in this issue is a free ReadEx Ad Impact Study

\*\* Tentative—final dates not confirmed. Stories subject to change.



# CUSTOM ADVERTISING TO INCREASE BRAND AWARENESS (continued)

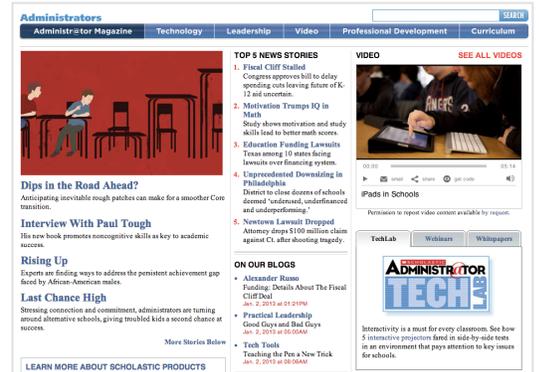
## Digital Advertising

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

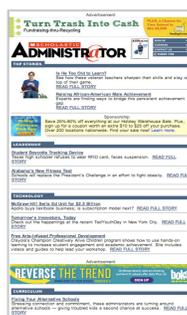
- 40+ million page views per month
- 14+ million ad impressions per month
- 2.2 million unique visitors per month



### 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: HOPKINWELL, 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. [Download in English](#)
- Check the Clock! » Expand your students' awareness of peak times with a hands-on science activity. [Download in English](#)
- Watts Up? » History and math blend to inspire your students to learn more about their personal energy usage. [Download in Spanish](#)
- Pass It On! » Your students become energy ambassadors in this fun writing and language arts activity. [Take the Quiz](#)

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](#)
- 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

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](#)

Name Pennant Banners for Kids See our Kids Scissors in action and learn how to make fun Name Pennant Banners! Watch the Video! »

Fun Lessons & Crafts

Visit the Archive >>

Paper Pennants

Royal Hats

Stenciled Paper Cards

Fabric Lanterns

Tissue Box Toss

SMART | Extraordinary made simple®

Home

4 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](http://www.Scholastic.com/FreebieCorner)

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

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### *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>

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# 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.

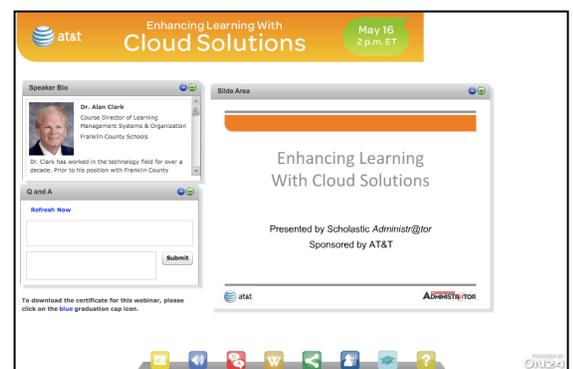
**All Scholastic webinars are:**

- Free to administrators and educators
- Moderated by Scholastic Professional Media experts
- 60 minutes long
- Live presentations, archived on [scholastic.com/webinarseries](http://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](http://www.scholastic.com/webinarseries)



## 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.

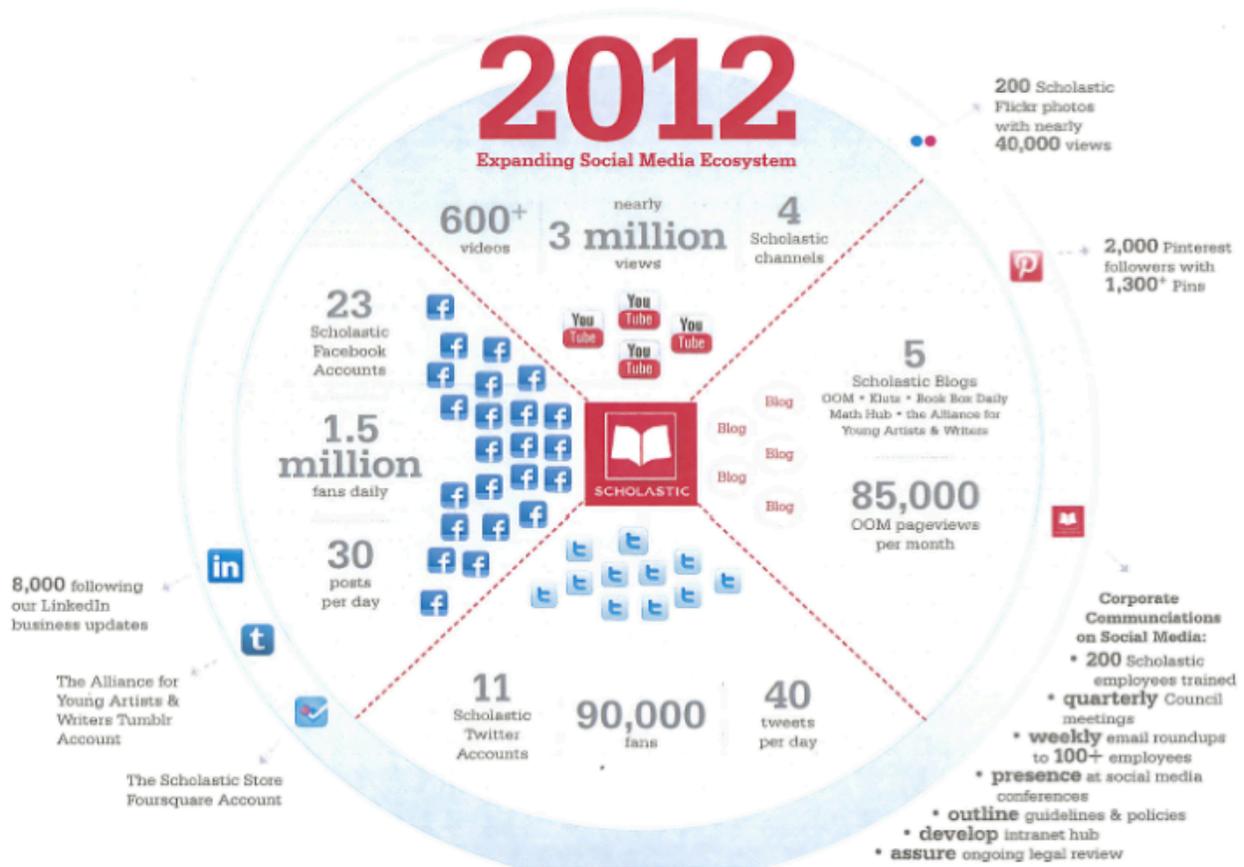


- **Teachers 111K+**  
<http://www.facebook.com/ScholasticTeachers>
- **Parents: 216K+**  
<http://www.facebook.com/ScholasticParents>
- **Scholastic Corporate: 172K+**  
<http://www.facebook.com/Scholastic>
- **This is Teen: 97K+**  
<http://www.facebook.com/ThisIsTeen>



- **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

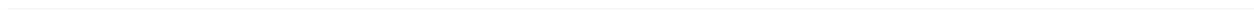


THE COMPANY WE KEEP

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FULL SAIL  
UNIVERSITY



## **CONTACT YOUR SCHOLASTIC PROFESSIONAL MEDIA TEAM**

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### **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

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## **RATE CARDS: TERMS & CONDITIONS**

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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.

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# 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)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	104,965	99.1			
Verified	723	0.7			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>105,688</b>	<b>99.8</b>			
Single Copy Sales	197	0.2			
<b>Total Paid &amp; Verified Circulation</b>	<b>105,885</b>	<b>100.0</b>	<b>None Claimed</b>		

## 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
<b>Total Paid &amp; Verified Subscriptions</b>	<b>165,130</b>	<b>86.9</b>	<b>151,288</b>	<b>85.1</b>	<b>135,742</b>	<b>84.6</b>	<b>109,773</b>	<b>92.0</b>	<b>110,400</b>	<b>99.7</b>
Single Copy Sales	373	0.2	479	0.3	505	0.3	401	0.3	281	0.3
<b>Total Paid &amp; Verified Circulation</b>	<b>165,503</b>	<b>87.1</b>	<b>151,767</b>	<b>85.4</b>	<b>136,247</b>	<b>84.9</b>	<b>110,174</b>	<b>92.3</b>	<b>110,681</b>	<b>100.0</b>
Year Over Year Percent of Change		-7.1		-8.3		-10.2		-19.1		0.5
<b>Total Analyzed Non-Paid Circ.</b>	<b>24,455</b>	<b>12.9</b>	<b>25,978</b>	<b>14.6</b>	<b>24,285</b>	<b>15.1</b>	<b>9,155</b>	<b>7.7</b>	<b>N/A</b>	
Year Over Year Percent of Change		-3.5		6.2		-6.5		-62.3		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>189,958</b>	<b>100.0</b>	<b>177,745</b>	<b>100.0</b>	<b>160,532</b>	<b>100.0</b>	<b>119,329</b>	<b>100.0</b>	<b>110,681</b>	<b>100.0</b>
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
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	51,227	48.4
Combination Subscriptions*	49	0.0
Sponsored Sales	53,689	50.7
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>104,965</b>	<b>99.1</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Individual Use (See Par. 6B)	723	0.7
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>723</b>	<b>0.7</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>105,688</b>	<b>99.8</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	197	0.2
<b>TOTAL SINGLE COPY SALES</b>	<b>197</b>	<b>0.2</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>105,885</b>	<b>100.0</b>

\*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
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>102,361</b>	<b>813</b>	<b>103,174</b>	<b>198</b>	<b>103,372</b>
Alaska	292	1	293	1	294
Hawaii	1,088	7	1,095	1	1,096
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,380</b>	<b>8</b>	<b>1,388</b>	<b>2</b>	<b>1,390</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>103,741</b>	<b>821</b>	<b>104,562</b>	<b>200</b>	<b>104,762</b>
Poss. & Other Areas	133		133		133
<b>U.S. &amp; POSS., etc.</b>	<b>103,874</b>	<b>821</b>	<b>104,695</b>	<b>200</b>	<b>104,895</b>
<b>CANADA</b>					
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					
<b>TOTAL CANADA</b>	<b>11</b>		<b>11</b>		<b>11</b>
International	100	6	106		106
Other Unclassified					
Military or Civilian Personnel Overseas	158	1	159		159
<b>GRAND TOTAL</b>	<b>104,143</b>	<b>828</b>	<b>104,971</b>	<b>200</b>	<b>105,171</b>

## 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
<b>Total Subscriptions Sold in Period</b>	<b>9,016</b>	<b>100.0</b>
<b>B. USE OF PREMIUMS</b>		
(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
<b>Total Subscriptions Sold in Period</b>	<b>9,016</b>	<b>100.0</b>

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	
<b>Total Subscriptions Sold in Period</b>	<b>9,016</b>	<b>100.0</b>

## 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

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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](http://www.bpaww.com)

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**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
<b>TOTAL</b>	<b>7,226</b>

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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>71,195</b>	<b>100.0</b>	<b>71,195</b>	<b>100.0</b>	-	-

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
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>73,292</b>	<b>100.0</b>	<b>66,994</b>	<b>6,298</b>

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. <b>TOTAL</b> - Direct Request: _____	<b>3,566</b>	<b>1,025</b>	<b>1,707</b>	-	<b>6,298</b>	<b>6,298</b>	<b>8.6</b>
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	3,566	1,025	1,707	-	6,298	6,298	8.6
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>66,994</b>	-	-	<b>66,994</b>	-	<b>66,994</b>	<b>91.4</b>
*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. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,560</b>	<b>1,025</b>	<b>1,707</b>	<b>66,994</b>	<b>6,298</b>	<b>73,292</b>	<b>100.0</b>
<b>PERCENT</b>	<b>96.3</b>	<b>1.4</b>	<b>2.3</b>	<b>91.4</b>	<b>8.6</b>	<b>100.0</b>	

\*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 _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,994</b>	<b>6,298</b>	<b>73,292</b>	<b>100.0</b>

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		<b>EAST SO. CENTRAL</b>	<b>4,430</b>	<b>320</b>	<b>4,750</b>	<b>6.5</b>
Connecticut _____	993	83	1,076		Arkansas _____	906	54	960	
<b>NEW ENGLAND</b>	<b>3,654</b>	<b>333</b>	<b>3,987</b>	<b>5.5</b>	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		<b>WEST SO. CENTRAL</b>	<b>8,999</b>	<b>786</b>	<b>9,785</b>	<b>13.4</b>
<b>MIDDLE ATLANTIC</b>	<b>9,515</b>	<b>1,052</b>	<b>10,567</b>	<b>14.4</b>	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	
<b>EAST NO. CENTRAL</b>	<b>11,792</b>	<b>1,062</b>	<b>12,854</b>	<b>17.5</b>	Utah _____	512	46	558	
Minnesota _____	1,362	132	1,494		Nevada _____	216	28	244	
Iowa _____	879	75	954		<b>MOUNTAIN</b>	<b>4,332</b>	<b>376</b>	<b>4,708</b>	<b>6.4</b>
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	
<b>WEST NO. CENTRAL</b>	<b>5,721</b>	<b>515</b>	<b>6,236</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>8,350</b>	<b>735</b>	<b>9,085</b>	<b>12.4</b>
Delaware _____	192	11	203		<b>UNITED STATES</b>	<b>66,992</b>	<b>6,290</b>	<b>73,282</b>	<b>100.0</b>
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		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,994</b>	<b>6,298</b>	<b>73,292</b>	<b>100.0</b>
Georgia _____	1,959	147	2,106						
Florida _____	2,211	286	2,497						
<b>SOUTH ATLANTIC</b>	<b>10,199</b>	<b>1,111</b>	<b>11,310</b>	<b>15.4</b>					

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
	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.

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY</b>						
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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,996</b>	<b>100.0</b>	<b>66,996</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY</b>						
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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,199</b>	<b>100.0</b>	<b>4,199</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

<b>PUBLISHER'S AFFIDAVIT</b>		
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
<b>IMPORTANT NOTE:</b>	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	•	•	•	•
PUSH-DOWN LEADERBOARD	970 x 66			•	
WIDE SKYSCRAPER	160 x 600	•	•	•	•
MEDIUM RECTANGLE	300 x 250	•	•	•	•
LARGE BUTTON	200 x 90			•	•
MEDIUM BUTTON	180 x 150			•	
SMALL BUTTON	120 x 90	•	•	•	•
PEEL-BACK	NA		•	•	•
WALLPAPER	NA			•	•
TRANSITIONAL	640X480	•	•	•	
OVERLAY	300X250	•	•	•	

## STANDARD MEDIA & RICH MEDIA SPECS

### Standard Requirements

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

### Targeting Capabilities

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

### Rich Media Requirements

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

### Expanding Ads

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

*Pre-expanding and auto expanding units are not accepted.*

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

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

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

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

### In-banner SWF Video ads

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

### In-player Video ads

Please see contact your sales representative for more information.

### In-Banner Motif Video ads

Maximum file size: 100k

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

#### The Video Content

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

#### The Flash Creative

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

## Overlay/Floater Ad Specs

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

*Please ask your rep for additional information or a creative template*

### **Push-Down Leaderboard ads**

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

*Please ask your rep for additional information or a creative template*

### **Third-Party Guidelines**

#### **Serving:**

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

#### **Tracking and Billing on 3<sup>rd</sup> Party Data:**

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

#### **Accepted Vendors:**

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

## **INTERSTITIAL AD SPECS**

### **Peel-Back**

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

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

*Please ask your rep for additional information or a creative template*

## Wallpaper/Background/Skin

Available on Landing Pages of **Stacks**

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

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

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

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

## Wallpaper/Background/Skin

Available on Landing Pages of **Family Playground**

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

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

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

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

## Transitional (In-Between Pages) Ads

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

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



**Stacks Poll Sponsorship**

**Poll background**

Size: 285x240

The background should have the text "Today's Poll" in the top 40 px. Design should be simple enough in the main body that the question text is easily readable on top of it.

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

- o Next to the copy in the top 40 px
- o Next to the vote button in the bottom 40 px
- o 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:

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

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

**NOTE:** All designs are subject to approval.

**Creative template available upon request.**

*Please ask your rep for additional information or a creative template*



**File Naming Convention:**

Please submit creative using the file naming convention below:

Advertiser\_Channel\_Size\_SpecialInstructions.ext (ex. DreamWorks\_Stacks\_728x90\_ROS.swf)

**Lead Time:**

Standard Media: 5 business days

Rich Media: 7 business days

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

**Click Tags:**

**DFA Tags (JavaScript)**

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

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

## NEWSLETTER ADVERTISING AND SPONSORSHIP OPPORTUNITIES

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

### Newsletter Ad Submission Guidelines

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

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

#### Sample newsletters

Parent Update:

[http://www.scholastic.com/ems/eScholastic\\_Families/NewPNL/Preschool.html](http://www.scholastic.com/ems/eScholastic_Families/NewPNL/Preschool.html) (Preschool)

[http://www.scholastic.com/ems/eScholastic\\_Families/NewPNL/Elementary.html](http://www.scholastic.com/ems/eScholastic_Families/NewPNL/Elementary.html) (Elementary)

Teacher Update:

[http://www.scholastic.com/ems/escholastic\\_educators/080213\\_TNL/TNL\\_gen.html](http://www.scholastic.com/ems/escholastic_educators/080213_TNL/TNL_gen.html)

Book Update:

[http://www.scholastic.com/ems/Trade/BU\\_view/BU\\_new.html](http://www.scholastic.com/ems/Trade/BU_view/BU_new.html)

#### Lead Time

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

### Online Ad Policy

#### Ad Creative Policy:

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

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

#### Late Creative, Changes & Cancellations:

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

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

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

#### Rejecting Creative:

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

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

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

# Educator Channel

## Teacher Site

The screenshot displays the Scholastic Teacher Site interface. At the top, there is a navigation bar with links for Teachers, Parents, Kids, Administrators, Librarians, Book Clubs, and Book Fairs. A search bar is prominently featured. Below the navigation, a large banner for National Poetry Month is visible, along with a sidebar menu containing links for What's New, Book Clubs, Book Wizard, Lesson Plans, and The Teacher Store. The main content area is divided into several sections: 'Daily Starters' with a 'Language' activity, 'Shop' with promotional offers, 'E-Reading Resources' with links to guides and tips, 'Books & Authors' featuring a lesson plan for 'My Parents Think I'm Sleeping', and 'Teaching Tools' with a 'Poetry Month: Everything You Need' resource. A 'My Books' graphic is highlighted with a red box, showing a timeline of reading levels from Grade 1 to Grade 3. A red arrow points from this graphic to a text box at the bottom of the page.

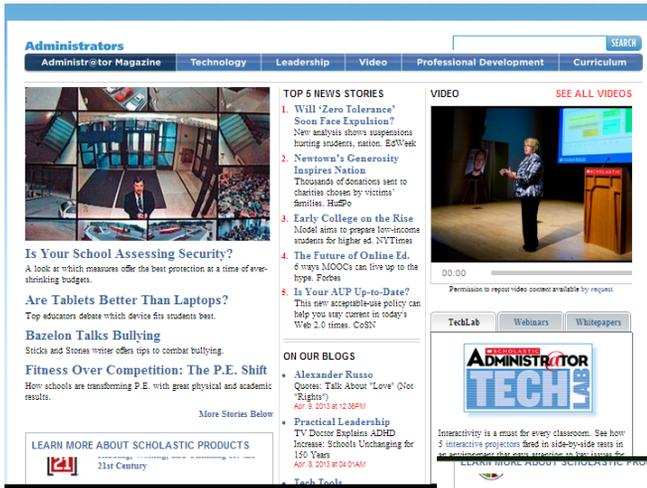
Medium Rectangle  
300x250

## Educator Channel

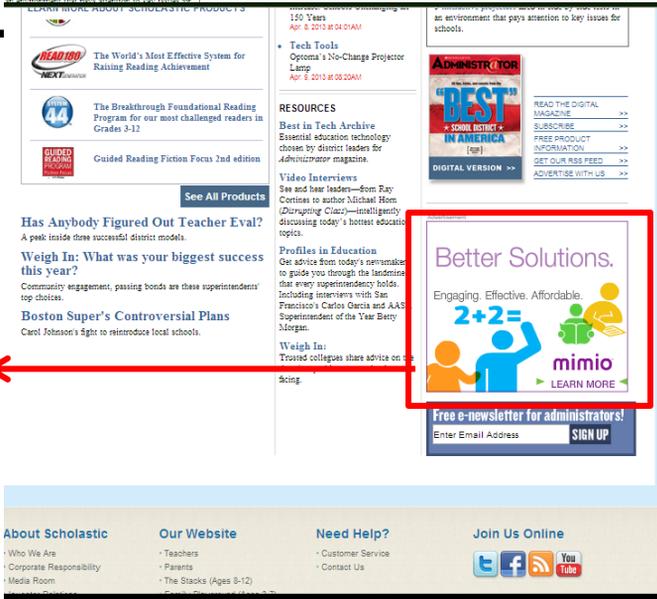
### Administrator Site

Leaderboard 728x90

Button 120x90



Medium Rectangle  
300x250



SCHOLASTIC August 2013 | GRADES 3-5 View In browser

Teachers NEWSLETTER

Gabi's Checklists

- ✓ FREE Book Basket Labels »
- ✓ 5 Great Icebreakers »
- ✓ 50+ Ideas for First Day »
- ✓ Back-to-School Tips »
- ✓ Daily Starters »

BOOK CLUBS IS NOW THE Scholastic Reading Club

LEARN MORE

TIPS & IDEAS FROM REAL TEACHERS

Our Class Constitution

So Much To HOOT About

Create a Classroom Constitution » 20 Bulletin Board Ideas »

CLASSROOM STUDENTS HOME

- All About Me Museum »
- Getting to Know You »
- Creating a Caring Classroom »
- Study Jams — Moses and Ferns »
- Story Starters — Adventure Genre »
- Whiteboard Ideas »
- What to Expect Grade by Grade »
- Reading Club Parent Engagement »
- Back-to-School Guide for Parents »

BACK-TO-SCHOOL IDEAS

Beth's Classroom Set-up Tour Video »

- Setting Up and Organizing Your Classroom, Part 1 »
- Setting Up and Organizing Your Classroom, Part 2 »
- Classroom Set-up Tool »
- Back to School: Everything You Need »

Advertisement: Post-it K-8 Teachers: Chance to Win Supplies! Enter Contest »

BOOKS & READING

storia

Special Offer for Reading Club Teachers! Sign in to storia before 8/30 and receive 3 FREE eBooks! Download Storia »

BOOK CLUBS IS NOW THE Scholastic Reading Club

- BookBox Daily »
- Teacher Toolbox »

Books & Ideas

- I Survived — Lesson Plan »
- Book Leveling Party with Book Wizard »

Advertisement: "Just wait! One more picture!" FISKARS®

Today's great Elementary Years Mini Album

PRINTABLES AND DIGITAL DOWNLOADS

Teacher Express

586x66

586x66

Administrator Newsletter

The screenshot shows an email newsletter layout. At the top, there is a banner for 'TCEA 2010' with a date of February 8-12, 2010. Below this is the 'ADMINISTRATOR' logo and a navigation menu with links for 'HOME', 'FORUM', 'CONTACT', and 'SHARE'. The main content area is divided into sections: 'TOP STORIES', 'TECHNOLOGY', 'LEADERSHIP', and 'CURRICULUM'. Each section contains several article teasers with titles and brief descriptions. A sidebar on the right contains a 'Leaderboard' with the dimensions '728x90'. A 'Text & Logo Sponsorship' box points to a '20% Off After the Bell' advertisement. Another 'Leaderboard' box with dimensions '728x90' points to a '20% Off After the Bell' advertisement. A 'Text & Logo Sponsorship' box also points to a '20% Off After the Bell' advertisement. At the bottom, there is a footer with contact information and a copyright notice for 2010 Scholastic Inc.

Leaderboard  
728x90

Text & Logo  
Sponsorship

Leaderboard  
728x90

Book Update Newsletter

Giveaway Newsletter

Meghan's Book Update  
March 2013

Featured This Month >>

**Bring Women's History to Life >**

Celebrate Women's History Month with lesson plans and online activities that honor extraordinary women.

**Lesson plans and teaching tips, aligned to Common Core >**

**Meet women who changed history >**

**Brian Selznick Designs Children's Book Week Poster >**

Caldecott medalist Brian Selznick designed this year's poster for Children's Book Week, beginning March 13, which marks the 94th anniversary of the longest-running literary initiative in the country.

**Take a virtual field trip with Brian Selznick to the American Museum of Natural History >**

Scholastic Presents

New activities every month!

**Harry Potter JOIN NOW!**

LEARNING CLUB

**Nonfiction** see all

**Discover More This Spring >**

From the depths of the ocean to the space beyond the stars, Scholastic Discover More™ encourages kids to explore new worlds with a fully-immersive reading adventure and FREE digital companion books.

**Watch a demo video >**

**Andrew Jenks: My Adventures as a Young Filmmaker >**

A personal look at the wild, outlandish, and dangerous journey of Andrew Jenks as he documents people from all walks of life.

**Download an excerpt (PDF) >**

**Watch the trailer >**

**8,000 Paperbacks 30% OFF**

**"Wonderful... will pierce all readers."**

2 Medium Rectangles, 300x250

Leaderboard, 728x90

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

**Instructor**

**GREAT FINDS for March**

Giveaways | Contests | Grants

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

Best wishes, Instructor

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

**STEM Power**  
Get girls into STEM with videos, career information, and more, from [L'Oréal USA](#).

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

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

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

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

**My eBooks**  
PROVIDE SUMMER LEARNING OPPORTUNITIES WITH GREAT BOOKS AND RESOURCES  
Summer Reading Program Up to 50% off  
SHOP NOW!

2 Half Skyscrapers 120x240

## Parents Channel

Leaderboard  
728x90

Button  
200x90

HAPPY BIRTHDAY CLIFFORD!  
Send Clifford a Birthday Card and Enter the Sweepstakes!

Free Chapter Sneak Peek  
When you sign up for the STACKS Mail Newsletter!  
SIGN UP NOW

SCHOLASTIC Teachers Parents Kids Administrators Librarians Book Clubs Book Fairs

Parents Home of Parent & Child Magazine

Search Site

Tools Parent Guides

Books & Reading Life & Learning School Success Activities & Printables Blogs Shop storio eBooks

QuickFind I have a child  and I'm looking for  Topic  FIND

FEATURES

Tutor Time? Think your child needs a tutor? Use this plan.

- The Who's Who of Tutoring
- What Report Cards Really Mean
- Helping a Struggling Reader

Parent & Child

- Ages & Stages
- Tips from real moms
- Crafts and recipes

BOOK FAIRS

Find a book fair near you.

Learn more

DAILY TIPS

January 25 Friday

Ages 6-7

OUR EXPERTS & CONTRIBUTORS

Francie Alexander

Susan Neuman, PhD  
Susan B. Neuman is a Professor

MOST POPULAR ON SCHOLASTIC PARENTS

MOST VIEWED BEST SELLERS

1. Test Preparation
2. Parent & Child Magazine
3. Raise A Reader: A Parent Guide to Reading for Ages 6-7
4. Green Living: A Family Guide to Going Green
5. Raise A Reader: A Parent Guide to Reading for Ages 0-2

2 Medium Rectangle  
300x250

HAPPY BIRTHDAY CLIFFORD!

Join the Party!  
Send Clifford a Card and Enter the Sweepstakes!

Help your child succeed in every subject

Download FREE learning printables from Scholastic Parents for kids ages 3-13

GO NOW

Find just the right books for your child - at every age and for every interest - at Scholastic Parents

GO NOW

SPONSOR SPOTLIGHT

Pup School

Puppy Love Book Offer!  
Get a FREE Scholastic book when you purchase IAMS®

» Rally for Recess & Win \$30,000 for Your School's Playground!

» Your child could win \$10,000 from Farm Rich just for caring. Find out more!

» Pedia-Lax Healthy Habits Hub. Visit for free printables, games, recipes and more!

Leaderboard  
728x90

HAPPY BIRTHDAY CLIFFORD!  
Send Clifford a Birthday Card and Enter the Sweepstakes!

Leaderboard  
728x90

Button  
200x90



SCHOLASTIC Teachers Parents Kids Administrators Librarians Book Clubs Book Fairs Sign in -or- Register



Medium Rectangle  
300x250

Featured Family Activity  
**HEALTHY HABITS**  
powered by Pedia-Lax  
EXPLORE SITE  
Come visit for:  
• FREE PRINTABLE ACTIVITIES  
• "CUT INSTINCT" GAME  
• PROBIOTIC & FIBER-RICH RECIPES  
• EXPERT INFORMATION, AND MORE!

PARENT AD  
**Help Me Grow**  
Smart Puppy nutrition from vet recommended IAMS.

Favorite Kids Sites  
Magic School Bus  
Clifford  
NSPY

I SPY Clifford, and More  
Ruby and the Bookers Boys  
Print new activity pages and check out the two new books in the series.  
Printables  
New craft pages for Black Lagoon, Grumpy Bird, and How Do Dinosaurs...?  
Clifford

Play Learning Games  
**Clifford THE BIG RED DOG**  
Pet Clifford

IAMS GET puppy tips, exclusive offers and more at iams.com/puppy

PARENT AD  
**IAMS PupSchool**  
FREE BOOK when you purchase IAMS®

Subscribe to Our Parent Newsletter  
Scholastic's Parent Update is a free e-newsletter, with separate editions for parents with children in preschool, elementary school, and middle school. Sign Up

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

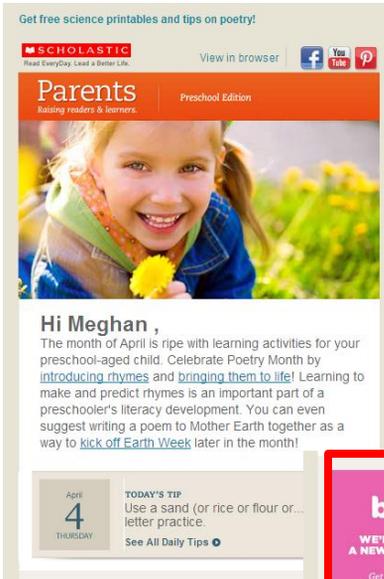
Leaderboard  
728x90

**Help me grow**  
With Smart Puppy nutrition from vet recommended IAMS.

Large Button  
180x150

Parents Channel

Parent Newsletter



490x225



**Books & Reading**  
Check out April's top books and book lists.

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

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

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

2 Buttons  
180x150

SEE ALL TOOLS

PRIMROSE SCHOOLS

SCHOLASTIC  
Celebrate Earth Day  
GET UP TO 30% OFF  
Shop Now

**Latest Conversation**

"With a book you can go anywhere in the world!"  
From One of Our Readers

These are your kids

These are your kids

on books

3,800 likes • 40 comments • 2,707 shares

# Stacks Channel

Leaderboard

728 x 90

3 Button Ad Sizes Available:

200 x 90\*

150 x 90

120 x 90

Medium Rectangle

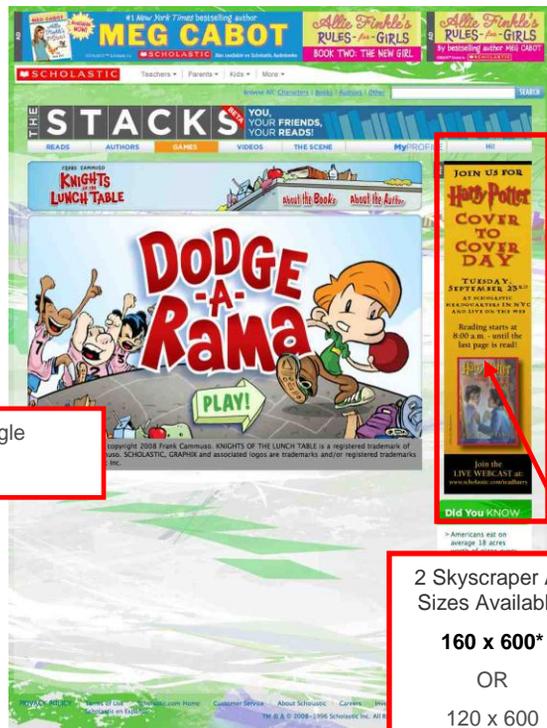
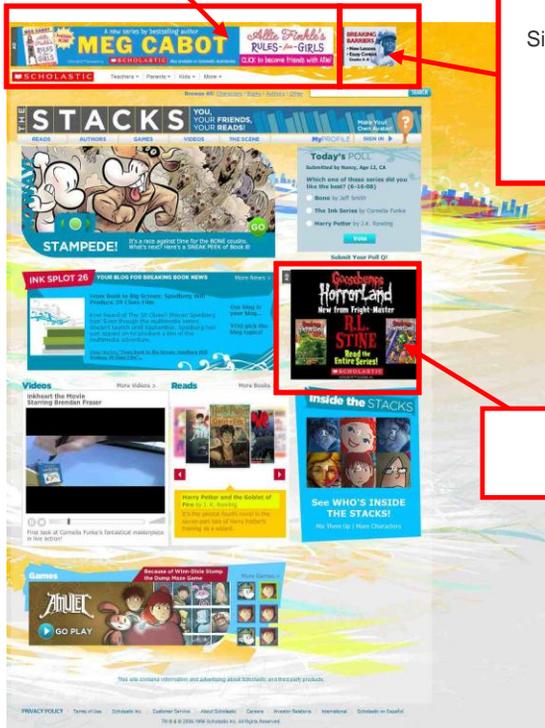
300 x 250

2 Skyscraper Ad Sizes Available:

160 x 600\*

OR

120 x 600



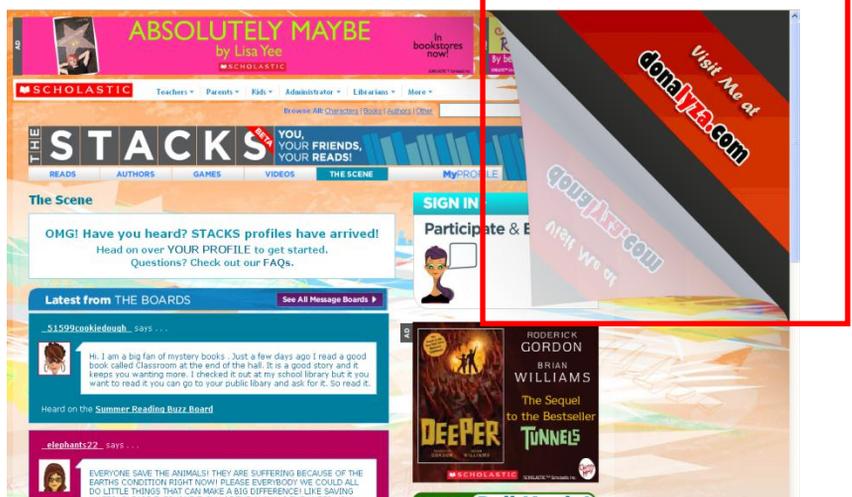
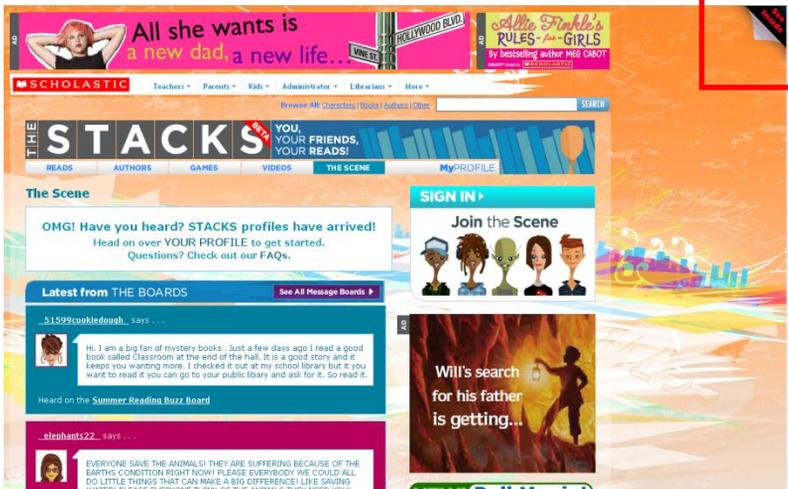
\*indicates preferred size

Contact us today!



Peel-Back Ad Sample

Stacks site



Overlay ad sample



**Early Signs of Reading Trouble**  
 Detect a learning disability now — while there's still time to address it.

Grade)  
 10. Article: Enhancing Comprehension: Reading Skills in Middle School

Overlay Initial state

**Scholastic News® is giving you 500 Bonus Points**

▶ Launch the minisite



Advertisement

**SCHOLASTIC** Teachers ▾ Parents ▾ Kids ▾ Administrator ▾ Librarians ▾ More ▾ Sign In My Account

Read Every Day

Pa  
 Book

**Receive 500 Bonus points FREE when you subscribe to Scholastic News**

Every week, *Scholastic News*® magazine brings grade-appropriate, curriculum-connected nonfiction into your class. And with FREE access to *Scholastic News Interactive*™, our subscribers get more than a magazine.

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 Captivating photography and high-interest articles draw students into the text. Plus the magazine meets the new Common Core Standards.

**Scholastic News Interactive**  
 Access to this exclusive website is FREE for subscribers. Features include digital editions, videos, differentiated articles, interactive activities, read alouds, and much more!

**Bilingual Instruction**  
 For *Scholastic News* grades 1, 2, and 3 subscribers can access digital Spanish editions of every issue!

**Claim your FREE Bonus Points**

Grade 1 Grade 2 Grade 3 Grade 4 Grades 5/6  
 Learn more Learn more Learn more Learn more Learn more

THE SCHOLASTIC STORY Book Clubs 100% KLUTZ Read Shared

Overlay Final state

# 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 red box in the center of the page contains the text: **B: 900px width**, **X**, and **965px height**. Red arrows point from this box to various parts of the page: **A: 170px** points to the left side of the main content area; **C: 170px** points to the right side; **D: 50px** points to a vertical blue bar on the right edge; and **E: 235px** points to the bottom of the main content area. At the bottom right, the text **E: hexadecimal color** is present. The website content includes a top navigation bar with 'SCHOLASTIC' and user options, a main menu with 'Family playground', 'Home', 'Games', 'Stories', 'Printables', and 'Video', and several content sections like 'Featured Family Activity' (Let's Play!), 'Now On Disney DVD', 'Favorite Sites', 'What's New', 'Play Now', 'More For Parents', and 'Subscribe to Our Parent Newsletter'.

E: hexadecimal color

# Stacks Wallpaper Ad Sizes

## Primary Image

## Secondary Image

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

- A: 35px**: Points to the top navigation bar.
- B: 920px width**: Points to the main content area.
- C: 25px**: Points to 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' by Meg Cabot, 'STACKS YOU, YOUR FRIENDS, YOUR READS!', 'Adam Hick's TOP PICKS!', 'Cool Books TO CHECK OUT' (Fantasy, Sci-Fi, Mystery & Suspense, Action & Adventure), 'READS: INK SPLOT 26', 'What's on your Playlist?', 'Inside the STACKS', and 'Author Spotlight' for Jon Scieszka and Emma Clayton.

The secondary image shows a robot character in a dark, textured environment. A red border highlights the image. Annotations include:

- D: 280px**: Points to the robot character.
- E: 50px**: Points to the vertical bar on the right side of the image.

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](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.

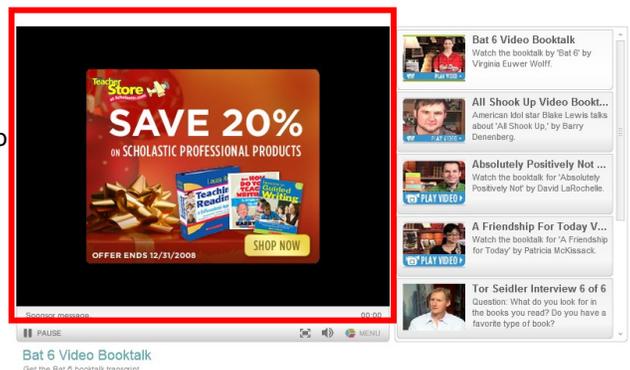
## Specs for the standalone units/ad units within the pods

### 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

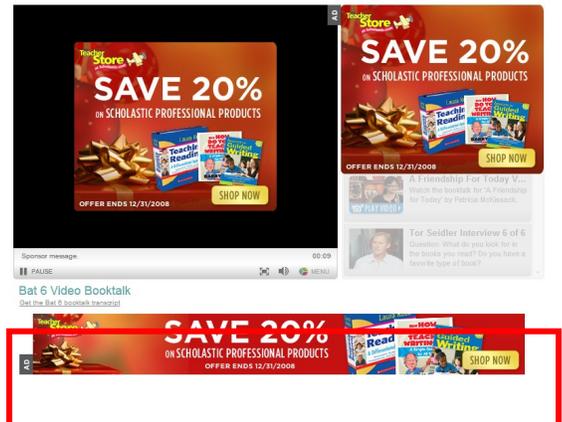
- Dimensions – 300x250
- File Size max - **100K max if hosted on our end**
- GIF must be static. Flash 8 will only display the first frame of most animated .gifs.
- JPG must be non-progressive.
- Clickable, please supply a click-thru URL

## 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".



