

## Editorial

 SCHOLASTIC

# Instructor

## Editorial Calendar 2009-10

Issue	Theme	Highlights	Added Value/Bonus Circ.
<b>August</b> Ad Close: 7/03 Materials Due: 7/06	The Back to School Issue	<ul style="list-style-type: none"> <li>• Cover Story: Make the Move to Project-based Learning</li> <li>• 2009 Teacher Satisfaction Survey (Exclusive!)</li> <li>• PD: Professional Learning Communities</li> <li>• Best Books for Middle Schoolers</li> <li>• Tech Teaching: Tech Skills for Little Learners</li> <li>• Products: Best for Back to School</li> <li>• Video Lesson: Setting Up Your Classroom</li> </ul>	<ul style="list-style-type: none"> <li>• Customized added value package (contact your rep for details)</li> </ul>
<b>September/ October</b> Ad Close: 8/03 Materials Due: 8/04	Eye on the Classroom Issue	<ul style="list-style-type: none"> <li>• Cover Story: Kids and Money: Financial Literacy</li> <li>• Expert Advice on Reaching Your ELL Students</li> <li>• Best Practice: Social/Emotional Skills Every Kid Needs</li> <li>• PD: Successful School to Home Communication</li> <li>• Contest: Top 20 Teacher Blogs in American (Vote online!)</li> <li>• Tech Teaching: Digital Storytelling</li> <li>• Products: Best for Special Needs</li> <li>• Video Lesson: Working with Struggling Readers</li> </ul>	<ul style="list-style-type: none"> <li>• Bonus Circulation at <i>EdNet</i>, <i>NSBA T&amp;L</i></li> <li>• Customized added value package (contact your rep for details)</li> </ul>
<b>November/ December</b> Ad Close: 10/01 Materials Due: 10/02	The Career Issue	<ul style="list-style-type: none"> <li>• Cover Story: The Best Service Learning Projects for K-8</li> <li>• Assessment: Why Testing is Here to Stay (And that's OK)</li> <li>• PD: What Kind of PD is Right for You?</li> <li>• Tech Teaching: Video Streaming</li> <li>• Products: Best Learning Games for the Classroom</li> <li>• Video Lesson: A Multicultural Approach to Thanksgiving</li> </ul>	<ul style="list-style-type: none"> <li>• Bonus Circulation at <i>NCTE</i></li> <li>• Customized added value package (contact your rep for details)</li> </ul>
<b>January/ February</b> Ad Close: 12/07 Materials Due: 12/10	Celebrate Arts & Crafts	<ul style="list-style-type: none"> <li>• Cover Story: Individualized Learning for Every Child</li> <li>• Best Arts &amp; Crafts: 20 Easy-to-Create Learning Crafts</li> <li>• PD: Get that Grant! A Step by Step Guide</li> <li>• Tech Teaching: Whiteboards</li> <li>• The Best of the Web for Classroom Learning: 20 Essential Sites</li> <li>• Products: Best Arts &amp; Crafts Supplies for the Classroom</li> <li>• Video Lesson: Writing Workshop</li> </ul>	<ul style="list-style-type: none"> <li>• Ad Impact Study</li> <li>• Bonus Circulation at <i>FETC</i>, <i>TCEA</i></li> <li>• Customized added value package (contact your rep for details)</li> </ul>
<b>March/April</b> Ad Close: 1/25 Materials Due: 1/26	The Math & Science Issue	<ul style="list-style-type: none"> <li>• Cover Story: The One to One Laptop Classroom</li> <li>• Marilyn Burns on the Toughest Math to Teach</li> <li>• PD: Cool Summer Learning for Teachers</li> <li>• Tech Teaching: Data Collection</li> <li>• Products: Best Math and Science Tools</li> <li>• Video Lesson: Easy Experiments that Teach Physics</li> <li>• Best Practice: Expert Advice on Working with Students with ADHD</li> </ul>	<ul style="list-style-type: none"> <li>• Bonus Circulation at <i>COSN</i>, <i>ASCD</i>, <i>NCTM</i>, <i>NSTA</i></li> <li>• Customized added value package (contact your rep for details)</li> </ul>
<b>May/June</b> Ad Close: 4/01 Materials Due: 4/02	Summer Reading Special	<ul style="list-style-type: none"> <li>• The Essential List: 25 Children's Books Kids Should Read by Age 13</li> <li>• PD: Build Your Portfolio</li> <li>• Tech Teaching: Virtual Field Trips</li> <li>• Products: Best Reading Support for the Classroom</li> <li>• Video Lesson: Making IEP Meetings Successful</li> <li>• Be a Teacher Leader: The Best Career Moves</li> </ul>	<ul style="list-style-type: none"> <li>• Bonus Circulation at <i>NCTE</i>, <i>IRA</i></li> <li>• Customized added value package (contact your rep for details)</li> </ul>

**In Every Issue:** Best products for the classroom, top new children's books, quick ideas and lessons for every grade, grants and free stuff for teachers, professional development advice, and great ways to make the most of technology to enhance learning.

**Added Value opportunities include:** *Targeted Email Blasts, Reader Service Coupons, Reader Service E-Blasts, Customized Surveys, Instructor Site Banner Ads, Online Sweepstakes, Convention In-Booth Raffles...and more!*

*Please note: Editorial content and ad close dates are subject to change*