



SCHOLASTIC PROFESSIONAL MEDIA

Integrated Packages:

PACKAGE 1 \$28,800

- 3FP4C ads (\$7400/ad)
- 100,000 banner ads (\$30cpm)
- 2 E-Zine ads (\$1800/ad)

Value Adds:

- 2x PERL house ad mentions
- 1x 50,000 e-mail blast to administrators

Package 2 \$59,700

- 6FP4C ads (\$7,200/ad)
- 400,000 banner ads (\$25cpm)
- 5 E-Zine ads (\$1300/ad)

Value Adds:

- 3x PERL house ad mentions
- 3x 50,000 e-mail blast to administrators

Package 3 \$84,000

- 8FP4C ads (\$7000/ad)
- 1,000,000 banner ads (\$20cpm)
- 8 E-Zine ads (\$1000/ad)

Value Adds:

- 4x PERL house ad mentions
- 4x 50,000 e-mail blast to administrators

(2)

Print Only Packages:

Package 4:

- **Min. 3 FP4C ads @ \$8,200/ad or**
- **Min. 3 1/2pg ads @ \$6,285**

Value Adds:

- **2x PERL house ad mentions**
- **1x 50,000 person e-mail blast mention**

Package 5:

- **4-6 FP4C ads @ \$7650/ad or**
- **4-6 1/2pg ads @ 5945/ad**

Value Adds:

- **3x PERL house ad mentions**
- **3x 50,000 person e-mail blast mentions**

Package 6:

- **7-8 FP4C ads @ \$7,200/ad or**
- **7-8 1/2pg ads @ 5590/ad**

Value Adds:

- **4x PERL house ad mentions**
- **4x 50,000 person e-mail blast mentions**



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Welcome to PERL, Scholastic *Administrator's* new **Professional Educator's Resource Library**. PERL gathers the best practices, whitepapers and professional development resources in one place and we are happy that you are participating.

Please use this form to help you write your PERL entry. Describe, for readers, the reasons why your product will be useful to their school district. Remember to gear it toward educators unfamiliar with your product who are searching for solutions.

When describing your product, please highlight the *practice* aspect. Does your product help with math achievement, reading comprehension, or life skills? Will it improve classroom interactivity, aid in RTI, or boost professional development? Highlight this action.

Please also include one compelling image of the product, or the product being used in an educational setting (525 X 293, 72 dpi), and one logo (225 X 135, 72 dpi).

***Note: Your best practice must adhere to this format or a fee will be charged. Pricing options listed at the end of this form.**

Please contact Ken Royal at kroyal@scholastic.com for advice or questions.

PERL Best Practice Outline

PERL Entry Title:

Subtitle: A description that links your product directly *to the problem it solves or the practice that it facilitates* (in 25-words or less).

Description of your product and *how it works*:

Awards/honors won:

**Best Practice Whitepaper/Case Study-
Outline the problem in a school or district:**

Describe a unique challenge a school or district recently faced; outline the problem, and its impact on student learning, educational delivery system or administrative functions. Include the location, school or district, administrator, and educator information and quotes.

What were the results of your product in the situation?

Introduce the technology that is being used to address that challenge. Explain its effects, technology and manufacturer, how and when it was implemented, and how much it cost.

What were the educators' reactions?

Follow up with the ease of use; administrator, teacher or student reactions to the technology product or service; and the positive outcomes. Again, educator information and quotes are very helpful.

Company:

Contact Information:

Phone:

E-mail:

URL:

Category: (Hardware, Software, Internet, Books)

Subcategory: (laptop, camera, printer, projector)

Specific type of product: (security, management, curriculum, network)

Pricing: (pricing range, pricing idea, could be dependent upon district needs, flexible pricing offered, education pricing offered, quantity pricing, etc.)

Best for: (Area, Grade Level, Subject)

**Want some help putting your best practice PERL entry together?
We're happy to help.**

- Option A:** Client provides final copy and images, ready for publication. *No charge.*
Option B: Client provides rough copy and images; Scholastic's team will edit. *\$750 fee.*
Option C: Client provides 25-word description, relevant school/district contacts, and images; Scholastic's team will write, and edit. *\$1,500 fee.*