

AD SIZES,  
SPECS  
and DEADLINES

728x90

- Leader Board
- Maximum of three looping rotations
- 15K max
- GIFS and jpegs only

120x240

- Half-Banner
- Half-Skyscraper
- Maximum of three looping rotations
- 15K max
- GIFS and jpegs only

All creative due 3 weeks prior  
to mail date

SEND MATERIALS TO:

teachers\_ads@scholastic.com

JUST-FOR-TEACHERS  
Giveaways, Contests, & Grants

Dear Teacher,

It looks like Spring is finally here! Pack up all your winter decorations and welcome the glorious new season with a fresh list of teaching ideas, contests for students, grant opportunities, and freebies for your classroom. As always, we've got the full list at [scholastic.com/instructor](http://scholastic.com/instructor)

And if you haven't already, join us on [Facebook](http://Facebook) for weekly giveaways, classroom solutions, and daily teacher love!

Happy Teaching,

Dana Truby  
Editorial Director, *Instructor*

## SCHOLASTIC EXCLUSIVES

**WordGirl® Definition Competition**

Join WordGirl for the second annual Definition Competition! WordGirl is a crime-fighting superhero who uses her vocabulary strength for good. In a live webcast event, your students will learn to draw on their vocabulary skills as they compete in a battle for WORD domination—right in your own classroom! The event will kick also kick off the 2011 Scholastic Summer Challenge.

**Event date:** April 27, 2011 at 1PM (ET)

[Click for more information.](#)

**Win a Trip to NYC**

The New York Road Runners Sweepstakes is awarding one lucky teacher a trip for two to New York City, plus two \$500 gift cards! To register, visit NYRR and Scholastic's new site for educators, Healthy Bodies, Healthy Minds, where you will also find free lessons and video on running and healthy choices. Learn why incorporating physical education and health awareness into your curriculum can energize your students, build self-confidence, and even boost test scores.

**Deadline:** April 8, 2011

[Click for more information.](#)

**Win Classroom Tech**

Interactive learning can transform any classroom. Enter to win a full line of MimioClassroom™ products, plus a \$500 gift certificate for Scholastic products, and it could be your classroom! To enter, visit Mimio and Scholastic's new site for educators, where you will also find downloadable interactive lessons, video, and in-depth profiles of districts and teachers that have successfully implemented Mimio products.

[Click for more information.](#)

**Arts Supplies Sweepstakes**

Enter to win Lesley University's Teaching Through the Arts Sweepstakes! One Grand Prize winner will receive a \$500 gift card to Blick Art Supplies to use for their school and classroom. Plus, on Scholastic and Lesley University's new site for teachers, you'll find free lesson ideas on arts integration across multiple subject areas. Topics include making papier-mâché animal masks, going on an archaeological dig, creating optical illusions, and more.

**Deadline:** April 3, 2011

[Click for more information.](#)

**Educator Discount from AT&T**

We know you love a good deal. Educational institution employees and students get up to a 15% discount on qualified monthly wireless plans. And, if you refer your colleagues, you could get up to \$125 a year. Shop online for \$25 off your order!

[Click for more information.](#)

**Free Webinar: "Secrets" of High-Quality Interactive Lesson Content**

Interactive content in the classroom is booming, but it's not all created equal. How do you separate the high-quality "brain food" from the "junk food"? Register today for our FREE webinar on April 6, 2011 (12:00 p.m. PDT/3:00 pm EDT) and learn the "secrets" to building clean, focused, and powerful interactive lessons that really work.

[Click for more information.](#)

## FROM OUR PARTNERS

**Thinking About Getting Your Masters?**

Visit Scholastic and Grand Canyon University (GCU)'s new site for a wealth of valuable professional development resources. You'll find advice for new teachers, teacher-tested tips and time-savers, and ways to collaborate within the school community. You'll also find important information on earning a degree from GCU's College of Education, which offers online and traditional campus-based bachelor's, master's and doctoral degree programs in education.

[Click for more information.](#)

## COOL CONTESTS

**The Very Hungry Caterpillar Classroom Art Contest**

Celebrate Spring and the beloved author Eric Carle by entering *The Very Hungry Caterpillar* Classroom Art Contest. Work together as a class to create a poster that portrays the general themes in *The Very Hungry Caterpillar*, like springtime, healthy eating, and metamorphosis. Grand prize includes a classroom library of ten Eric Carle books, a display in the Eric Carle Museum in 2011, and more!

**Deadline: March 31, 2011**

[Click for more information.](#)

**Cedar Point & K'NEX: Great Thrill Ride Build-Off**

Building the ride is only part of the challenge; classrooms are asked to explain the scientific and mathematical reasons behind how their ride operates. Five winning classrooms (grade 6 and up) will receive 15 tickets to Cedar Point and building sets provided by K'NEX. The classrooms' winning models will also be displayed inside the park at Cedar Point during Math and Science Week, which is held May 16 to 20, 2011.

**Deadline: April 3, 2011**

[Click for more information.](#)

**Citizen Writer: 2011 Writing Challenge**

Calling all socially conscious mapmakers, poets and songwriters! This new writing contest is inspired by civics, citizenship, and community. Students are encouraged to think and learn more about America's people, places, and ideals as they work on one of four prompts. The prompts incorporate a wide range of genres – and even some visual literacy.

**Deadline: April 30, 2011**

[Click for more information.](#)

## CLASSROOM GIVEAWAYS

**Celebrate Earth Day**

Scholastic.com has everything you need to pay homage to the planet on its special day. You'll find book lists, Interactive Whiteboard lessons, quick activities for every grade level on topics like climate change, clean water, recycling how-to's, and energy efficiency, online games, and 100 ways to "go green."

[Click for more information.](#)

**Born to be Wild Lesson Plans**

Teach students about endangered elephants and orangutans, and the efforts to return them to the wild with new lesson plans inspired by the IMAX film *Born to be Wild 3D* on Scholastic.com. Build students' skills through engaging science, language arts, and social studies activities, and enter your class for a chance to win tickets to a screening of *Born to be Wild 3D* and other exciting prizes!

[Click for more information.](#)

**Free Hardcover Books for Your School**

Motivate and build confidence in your students with Studenttreasures free publishing project. Get up to \$2,000 worth of free books created by your students. Plus, publish school-wide (K-6) before December 15, 2011 and your school gets a \$50 Scholastic Gift Card.

[Click for more information.](#)

**Free Multimedia Chemistry Content Through NBC News**

In celebration of the International Year of Chemistry, NBC News is participating in a project called "Chemistry Now" (in conjunction with the National Science Foundation). Thirty-one bundles of multimedia chemistry education content will be given away on a weekly basis throughout the year for K-12 science teachers. See website for details.

[Click for more information.](#)

**Free Homework Help**

VirtualNerd, a new site for educators and kids, offers free online help in math and science. Log on to find engaging and interactive video tutorials on algebra functions, physics, and other complex topics. Just create an account for your class and have students log in for extra help!

[Click for more information.](#)

## GRANTS FOR TEACHERS

**National Council of Teachers of Mathematics Grants**

The Mathematics Education Trust creates more grants, awards, and honors than you can shake a ruler at. Check out the website below for the latest four NCTM grants available to for math teachers and the administrators who appreciate them.

**Deadline: May 6, 2011**

[Click for more information.](#)

**NEA Foundation Grants: For Educators**

Learning and Leadership grants provide opportunities for teachers, education support professionals, and higher education faculty and staff to engage in high-quality professional development and lead their colleagues in professional growth. The grant amount is \$2,000 for individuals and \$5,000 for groups engaged in collegial study.

**Deadline: June 1, 2011**

[Click for more information.](#)

**P. Buckley Moss Foundation Grants**

The P. Buckley Moss Foundation for Children's Education has grants available up to \$1,000 to aid and support teachers who wish to establish an effective learning tool using the arts in teaching. Now accepting applications for the 2011-12 school year.

**Deadline: September 30, 2011**

[Click for more information.](#)

View the current issue of [Instructor magazine](#).

[Advertise](#) in Instructor!

Browse [online activities](#) and [interactive learning ideas](#) from Scholastic.

Visit [Scholastic.com](http://Scholastic.com) [For Teachers](#) | [For Parents](#) | [For Kids](#)

Please add [instructornl@mailler.scholastic.com](mailto:instructornl@mailler.scholastic.com) to your address book.

We hope you enjoyed receiving this message from Scholastic Marketing Partners.

Your email address: [mkaeshaefer@scholastic.com](mailto:mkaeshaefer@scholastic.com).

If you would rather not receive newsletters from Scholastic Marketing Partners, please [follow this link](#).

Email Marketing, Scholastic, 557 Broadway, New York, NY 10012 | [1-800-SCHOLASTIC](#)

[Privacy Policy](#) | [Scholastic Inc.](#) | [Terms of Use](#)

©1996-2011 Scholastic Inc.