

2018 MEDIA KIT



The Education Center

Media Group

the Network Teachers Trust



Reach loyal, influential preschool and grade school teachers through digital advertising on TheMailbox.com.



Generate more leads through online and offline programs in our elementary teacher resource guide. Plus add the teacher's seal of approval through our Teachers' Choice Awards.

Custom Solutions

Engage teachers, students, and parents with strategic marketing programs that blend creativity and content to build awareness and ROI.

We are The Education Center Media Group, a leading education media and marketing company that brings influential teachers and organizations together. Thanks to our network with over 45 years of built-in brand loyalty, TECMG is uniquely positioned to help your company, nonprofit, or association reach a committed, engaged, and responsive audience.

You won't find any one-size-fits-all thinking here. Our integrated media and content solutions are individually designed to reach teachers—and, through them, students and parents. With print and digital advertising, sweepstakes and contests, and inventive content created by our expert team of teacher editors, you'll soon see why our partners realize better results from us than any other marketing program.

Over 650,000 of today's teachers trust us to help them be their best. Trust us to make your message relevant for them.

There's a reason 73% of our advertisers come back again the next year. Actually, there are lots of reasons.

We know education.

Who knows teachers better than experienced teachers? We know how to create and promote programs that resonate.

We have the teacher influentials.

Our audience is comprised of active teachers who influence other teachers and parents.

We're focused on your success.

We build relationships and collaborate to create ingenious solutions that get results for you.

We customize our solutions.

Our creative team gets excited by every new challenge. Every custom content program is specially designed to meet our clients' goals and objectives.

Partners love us. *Here's why.*




Let's talk *about* teachers.

Teacher Influential


An enthusiastic, highly motivated teacher who others turn to for advice, and who has earned the trust of colleagues and parents. These teachers buy more than the average teacher, know what works, and use their influence to advocate for their favorite brands and causes.




The Mailbox brand has a  **91%** awareness rate among teachers nationwide.


 **95%** of our teachers are **female**.


Teachers spend  **\$3.5 billion** of their own money on school resources annually.

We reach **650,000 educators**, who reach **13 million students**, who reach  **17 million parents**.

Our teachers spend  **50%** more money than the average teacher on their classrooms.

 **99%** of our teachers **share** resources with colleagues.

 **98%** of our teachers **share** resources with parents.

 **94%** of our teachers use resources and lessons for **more than one school year**.

Teachers are on TheMailbox.com.

You should
be *too*.



TheMailbox.com by the Numbers

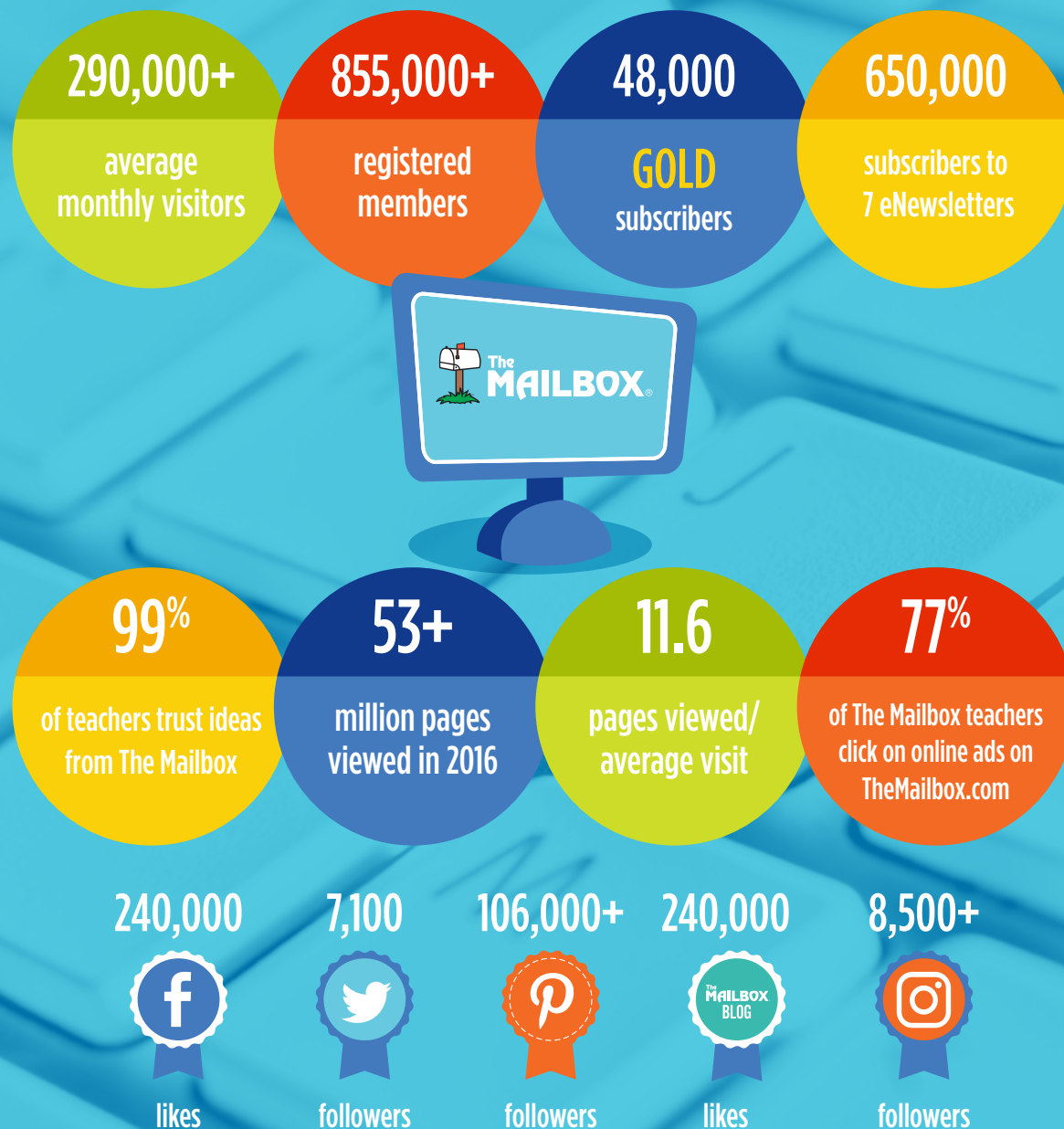
For 45 years, teachers have looked to The Mailbox for the best teaching resources. Now, eager eyes are searching TheMailbox.com for new ideas to help them motivate students and meet state standards. Plus they can't wait to try the latest resources, like our Gold digital planning experience. Be seen with digital advertising that promotes awareness for your organization, drives in new leads, and boosts sales.

DIGITAL DISPLAY ADS

EMAIL NEWSLETTERS

CONTEXTUAL ADS

SPONSORED CONTENT





See page 16 for full digital ad specs.

Digital Display Ads

We know how to make an impression—
TheMailbox.com delivers over 290,000
unique views and 4.4 million total
impressions *per month*.

Leaderboard
728 x 90 and
Box 300 x 250:
\$20/M



eNewsletter Advertising

We know what teachers love—new ideas and activities they can use now. So that's what we give them every week with our eNewsletters. Over half a million subscribers watch their inboxes for the latest from The Mailbox. So really, it's no surprise that our eNewsletter open rates are double the national average.

eNewsletters

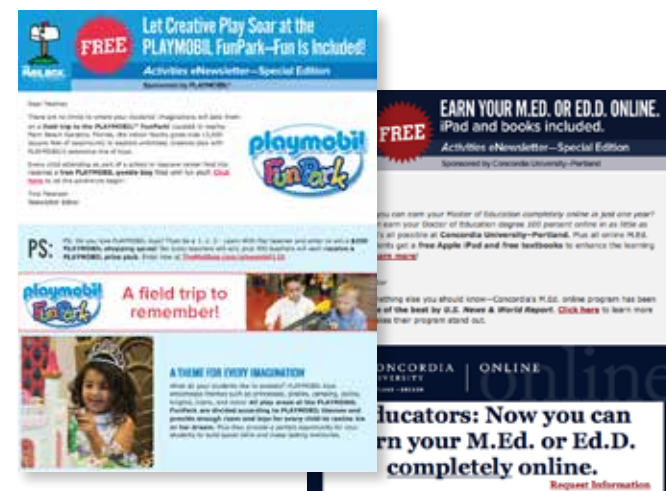
		Circulation	Cost (net per ad)
Elementary Activities	Quick activities across the curriculum.	100,000+ elementary school teachers	\$2,500
Preschool Activities	Fun ideas designed specially for preschool.	90,000+ preschool directors, owners, and teachers	\$2,500
Manage & Motivate	Activities, tips, and incentives to keep classrooms well organized and running smoothly.	100,000+ elementary school teachers	\$2,500
Arts & Crafts	Teachers get creative with these simple projects.	125,000+ PreK to grade 6 teachers	\$2,500
Read, Write, & Learn and Today's Standards	Two eNewsletters, one price. One has creative literature ideas, and the other offers ideas for teachers who follow Common Core.	80,000+ elementary school teachers	\$1,500

Sponsored eBlasts

Our built-in brand loyalty plus your organization's content is a match made in marketing heaven. We'll send an eBlast featuring all content and messaging from you.

\$200 per 1,000 names; 25,000 name minimum

See page 16 for full eNewsletter specs.



The resource guide *And*
for teachers. *their*
friends.



Learning Magazine

The most influential teachers turn to *Learning* magazine for the latest products, downloads, promotions, special offers, contests, and professional development opportunities—and share it with other teachers.

Learning is packed with freebies and giveaways that we also feature online, so you get offline and online exposure. Our advertisers call it the top response-generating magazine in the market. We just call it a resource guide.

Circulation

150,000

preschool & grade school teachers

Pass-Along Readership

450,000

preschool & grade school teachers

Get all eyes on your message.
Ask us about renting our mailing list for your direct mail campaign.

Learning readers spend



more than the average teacher.

75%

of our readers have responded to an advertisement in *Learning*.



of our readers attend conferences and conventions.



of our readers report they will enroll in an advanced degree program in 1–3 years.

Learning partners generated over

251,000

leads in the 2014–2015 school year.



Editorial Calendar

We hit all the high points. *Learning* magazine is published in January, April, August, and October each year, reaching teachers during peak planning and purchasing periods.

Sections

FOR YOUR INFORMATION

A quick rundown of freebies, great deals, contests, and must-see websites.

RESOURCES FOR SUCCESSFUL TEACHING

Helpful and timely new products and services for teachers across all curriculum areas.

CHILDREN'S LITERATURE FEATURES

The newest children's literature titles that are just right for the classroom.

HOLIDAY FEATURES

Exciting resources that turn holidays into super celebrations.

TEACHERS' CHOICESM AWARDS FOR THE CLASSROOM & CHILDREN'S BOOKS (JANUARY)

Award-winning products, websites, books, and more—tested and approved by teachers in the classroom.

TEACHERS' CHOICESM AWARDS FOR THE FAMILY & PROFESSIONAL DEVELOPMENT (SPRING)

The best of the best products that teachers recommend for at-home learning as well as peer-reviewed Professional Development products.

2018 Close Dates

Issue	Editorial Deadline	Space	Materials	Mail Date
Back-to-School 2018	3/12/18	6/1/18	6/8/18	7/24/18
Fall 2018	6/10/18	8/3/18	8/10/18	9/18/18
Jan 2019	9/6/18	11/2/18	11/9/18	12/20/18
Spring 2019	11/2/18	2/1/19	2/8/19	3/22/19

See page 15 for full ad specs.

For editorial consideration, call Phillip Moore at 336.851.8245 and have your information in by these dates.

Go
beyond
the reach
of advertising.





of teachers trust the ideas and activities on TheMailbox.com.



of The Mailbox teachers share resources with parents.



of The Mailbox teachers use posters in their classroom.



We now involve The Education Center in our brainstorming process as we develop new strategies and campaigns. Time and time again, they have met us where we were in the process, and taken our basic ideas to new heights without losing sight of our branding and original messaging.”

—Special Olympics

Custom Programs

This is where things get really fun.

TECMG will work with you to develop a program strategy and create an imaginative, completely original program that merges your message with educational content that reaches teachers, students, and parents.

Think sweepstakes. Microsites. Posters. Handouts. Lesson plans. Games. Or a combination. Or something completely different. Have an idea? Great. Have *no* idea? No problem—our team is ready to wow you with an amazing program that meets your objectives.

Creative Examples

Think of these as more of an inspirational starting point. We can do any, all, and more. Just talk to us about your goals, and we'll get to work.



CLASSROOM CONTENT

Our most popular solution. TECMG's experienced editors create standards-based lessons and activities aligned to your brand and strategic goals.

PARENT TAKE-HOME PIECES

Learning isn't limited to the classroom. Reinforce students' learning while sharing valuable lessons with the family. Extend your message beyond the classroom and exponentially raise your reach.

MICROSITE/LANDING PAGE

Generate new leads from educators with landing pages or microsites for contests, promotions, or other sign-ups.

CLASSROOM POSTERS

Become a classroom fixture. We'll combine vibrant imagery with your brand and educational content to create posters that teachers will put up in the classroom year after year.

RESEARCH

Let us help you measure teachers' attitudes and preferences or test the viability of new product launches. Our quantitative research is conducted through mail or email. Need more contextual results? We do qualitative research too, including focus groups.



Print Ad Specifications

2018 Close Dates

Issue	Ads Close	Materials
Back-to-School 2018	6/1/18	6/8/18
Fall 2018	8/3/18	8/10/18
January 2019	11/2/18	11/9/18
Spring 2019	2/1/19	2/8/19

Mechanical Requirements

PRINTING: Web offset. SWOP standards apply.

PUBLICATION TRIM SIZE: 7.875" x 10.75"

BINDING METHOD: Saddle-stitched

FORMAT: Press-quality PDF

RESOLUTION: 300 DPI

COLOR: CMYK

Keep live matter 1/2" from trim.

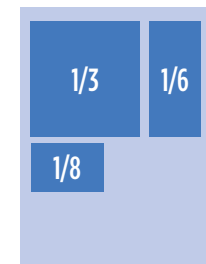
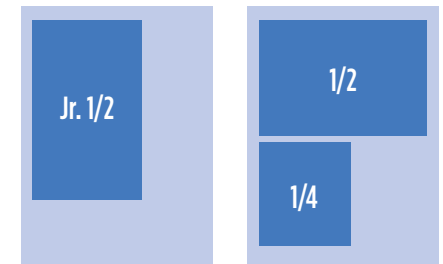
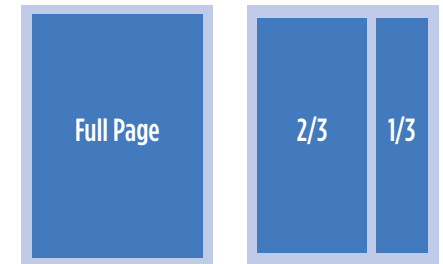
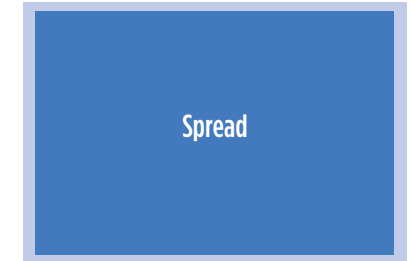
Check your files carefully before submission!
Corrections made to digital files in order to meet printing specifications will incur additional charges to the advertiser.

Standard ad sizes in inches

Size	Nonbleed	Bleed
Spread	14.75 x 10	16 x 11
Full Page	7 x 10	8.125 x 11
2/3 Page	4.5 x 9.625	
Jr. 1/2 Page	4.5 x 7.375	
1/2 Page Horiz.	6.875 x 4.75	8.125 x 5.5
1/3 Page Square	4.5 x 4.75	
1/3 Page Vert.	2.125 x 9.625	
1/4 Page Square	3.75 x 4.25	(Learning Showcase)
1/8 Page	3 x 2	(Catalog Mart)
1/6 Page	2.125 x 4.75	

Send print ad materials to Heather Crews:

hcrews@learningmagazine.com | 336.851.8251



Digital Ad Specifications

Banner Ad Requirements

Animated ads have a maximum of 3 rotations per ad.

COLOR: RGB

FORMAT: BMP, GIF, JPG, PNG, SWF

MAX FILE SIZE: 256 KB

Flash

Ads must be exported for Flash 8 or higher. For Flash 8 and 9, use this ActionScript code:

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

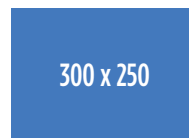
For Flash 10, make sure your button is named MyClickTagButton and use this ActionScript code:

```
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        if (root.loaderInfo.parameters.clickTAG.substr(0,5) == "http:") {
            navigateToURL(
                new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
            );
        }
    }
);
```

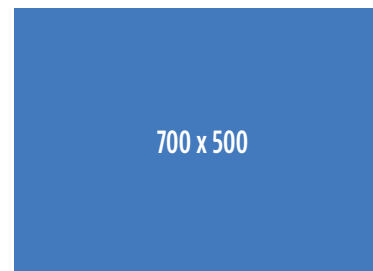
Ad Type	Image Size
Leaderboard	728 x 90
Box	300 x 250
Interstitial	700 x 500
Expandable	728 x 90 / Expands to 728 x 415



EXPANDABLE LEADERBOARD



BOX



INTERSTITIAL

eNewsletter Ad Requirements

FORMAT: a static GIF or JPG

THIRD-PARTY TRACKING: Ads will not be run through third-party software. However, click-tracking URLs are acceptable.

Option	Image Size	Copy
1	400 x 400	Up to 50 words
2	400 x 310	Up to 15 words

eBlast Requirements

2 FILES NEEDED: One static GIF, JPG or HTML file, and one plain text document

IMAGE SIZE: 600px wide

HTML SPECS: 600px wide. Some email clients strip out the <head> tag from emails, so please only use inline css styles.

TEXT FILE: A text file containing all text and links included in your email image or html file. Place links in the text file near the text they refer to.

Send online ad materials to Heather Crews:

hcrews@learningmagazine.com | 336.851.8251

Rate Card

DISPLAY ADVERTISING RATES

Frequency		Full page	2/3 page	Jr. 1/2 page	1/2 page	1/3 page
1X	4-color	\$10,250	\$7,700	\$6,900	\$6,500	\$4,400
	2-color	\$8,750	\$7,150	\$6,300	\$5,800	\$3,850
	B&W	\$8,250	\$6,400	\$6,100	\$5,250	\$3,400
2X	4-color	\$9,500	\$7,400	\$6,400	\$6,150	\$4,050
	2-color	\$8,250	\$7,000	\$6,100	\$5,550	\$3,700
	B&W	\$7,750	\$6,150	\$5,500	\$4,800	\$3,150
4X	4-color	\$8,750	\$6,900	\$6,050	\$5,500	\$3,750
	2-color	\$7,750	\$6,050	\$5,400	\$4,650	\$3,200
	B&W	\$7,250	\$5,550	\$4,700	\$4,100	\$2,900
8X	4-color	\$8,250	\$6,650	\$5,850	\$5,400	\$3,500
	2-color	\$7,250	\$5,700	\$5,100	\$4,350	\$2,950
	B&W	\$6,550	\$5,250	\$4,500	\$3,900	\$2,750

SPECIAL POSITIONS

Cover positions are charged at the earned rate, 4-color. Specified positions are charged at the earned rate plus 10%. Specified positions include opposite covers, table of contents, or other departments.

2nd cover	\$1,500
Page 1	\$1,500
3rd cover	\$1,000
4th cover	\$2,000

BUSINESS REPLY CARDS (BRCs)

\$4,500 for cards measuring up to 5" x 7". Rates for larger cards available upon request. BRCs do not contribute toward frequency discounts.

LEARNING® PRODUCT SHOWCASE

These special 1/4-page ads are an affordable and effective opportunity to utilize 4-color advertising. Highlight your newest product or promote a classic favorite. Ad size: 3 3/4" x 4 1/4".

1X	2X	4X
\$2,350	\$2,100	\$2,000

CATALOG MART

A special section to display your catalog and invite response from educators. Provide a high-resolution PDF of your catalog cover with a 60-word description of what is offered in your catalog. Space is 1/8 page, 4-color, standard format.

1X	2X	4X	8X
\$1,950	\$1,750	\$1,600	\$1,550

OPEN MARKET

This marketplace of fractional advertising offers you the lowest rates available in *Learning* magazine.

	1X	2X	4X
1/3 page	\$1,850	\$1,650	\$1,550
1/6 page	\$1,200	\$1,100	\$1,050

Add \$600 for a 4-color ad.

CLASSIFIED

B&W Set Solid ad	\$25/line*
4-color Set Solid ad	\$30/line*
B&W display ad	\$250/column inch
4-color display ad	\$350/column inch

5% discount for 2X contract. Classifieds are not commissionable. *Minimum of 5 lines, 45 characters per line.