

A photograph of a classroom where a teacher and several students are using tablets. The teacher, a woman with dark hair wearing a red cardigan, is smiling and looking at a tablet. To her left, a young boy is also smiling and looking at his tablet. To her right, another boy with glasses is focused on his tablet. In the background, another student is visible, also working on a tablet. The classroom has a blue bulletin board with some papers pinned to it.

MEDIA KIT

2022

TECH & LEARNING

FUTURE

TECH & LEARNING

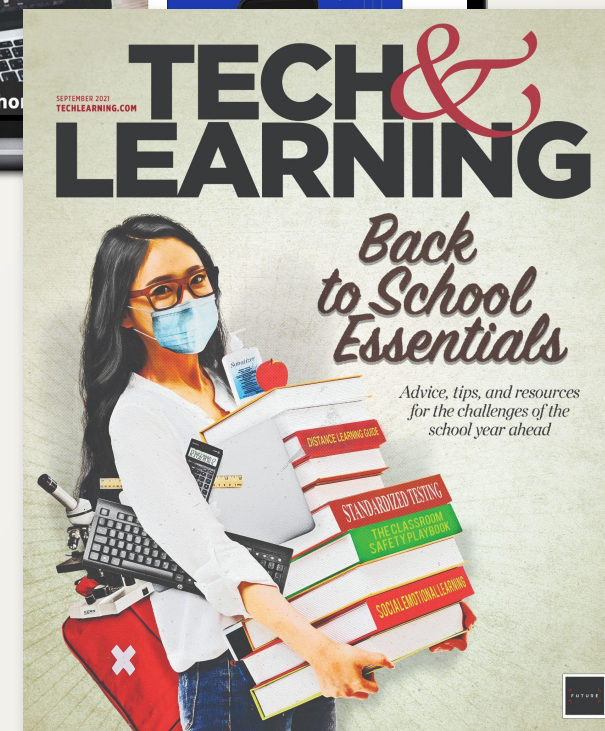
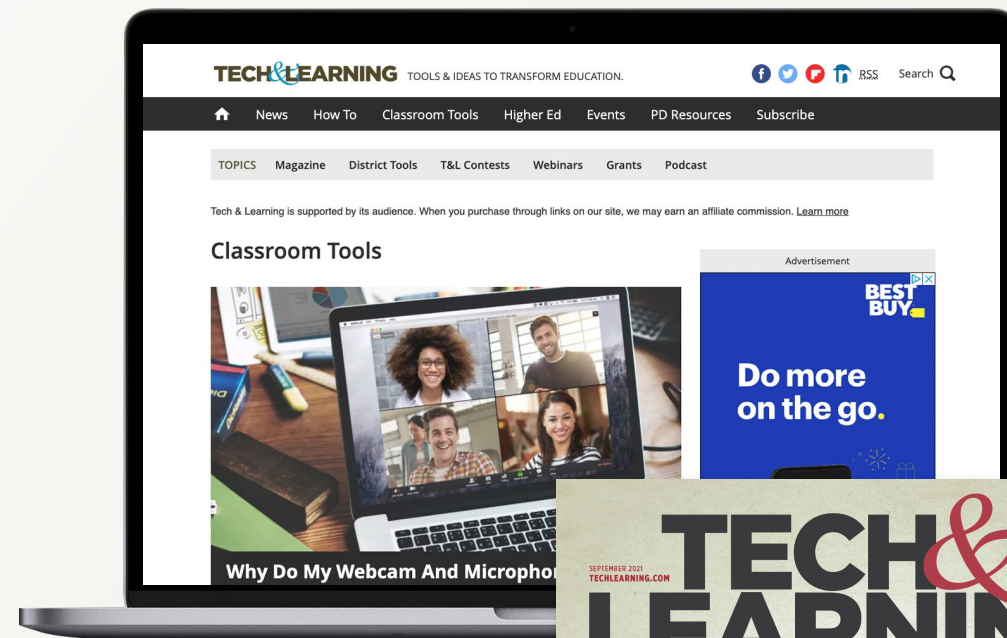
Tech & Learning is THE dedicated resource to help K-20 administrators and educators use technology to enhance the student experience and drive innovative learning. Tech & Learning delivers this content through:

Website: TechLearning.com posts all-original news, best practices, and advice on the most important topics in K-20 education today.

Digital Magazine: Tech & Learning's monthly digital magazine covers the most pressing needs of our readers, offering the just-in-time information needed to drive innovation.

Email Newsletters: Tech & Learning's 3x weekly newsletter curates the best of Tech & Learning to give you direct links to the most timely stories on the web.

Events: Tech & Learning hosts a variety of events for district leaders, administrators, and K-20 professionals to support meaningful professional development.



Tech & Learning cultivates a community in which educators and administrators can share examples of effective practices and technology solutions.

70k

DIGITAL SUBSCRIBERS

70%

MAKE PURCHASING
DECISIONS

2M

SITE VISITS
ANNUALLY

30+

EVENTS
ANNUALLY



Reach your target customers while they consume industry-leading news and information in the Tech & Learning digital magazine.

Align with Timely Editorial Topics

Each issue covers a featured topic and provides the advertising opportunity to engage with our readers in alignment with the timely theme.

Video Integration

Embed videos into full-page ads. Readers engage by clicking and redirected to your hosted video, or begin watching the embedded video through autoplay functionality.

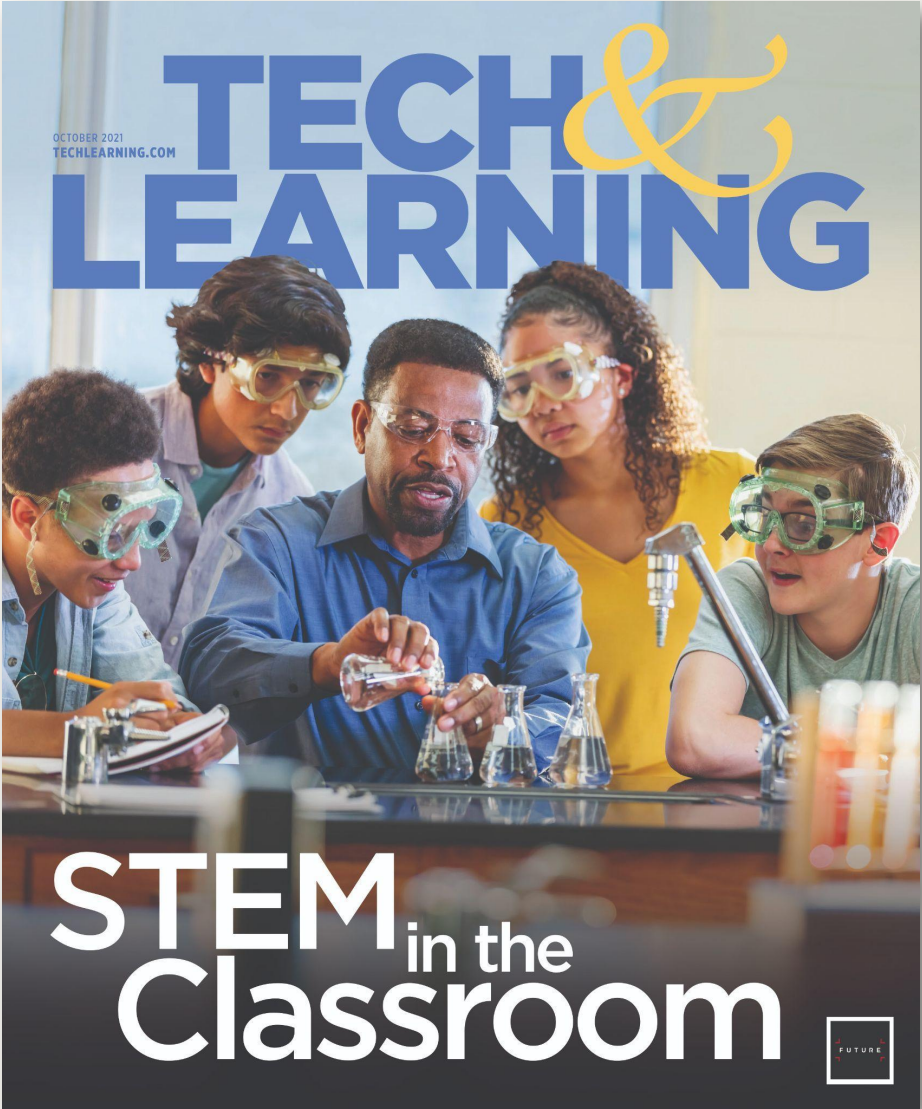
Web Links

Web links in our digital editions allow readers to immediately access your landing page and resources.

Upgrade to Full Page Spread

Upgrade to a spread for two full pages of advertising in Tech & Learning's choice of issue.

Sponsorship: see "Rates & Specifications" section



TECH & LEARNING

	DECEMBER/ JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Materials Due:	12/22/2021	1/27	2/24	3/31	4/28	5/26
FEATURED TOPIC	Best of 2021 Awards Issue	Edtech Trends to Watch	Security	Learning Spaces	The Funding Issue	Edtech Conference Guide

	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER/ JANUARY
Materials Due:	7/28	8/25	9/29	10/27	12/20
FEATURED TOPIC	Making the Most of Summer PD	Best for Back to School	STEM	Equity	The Best of 2021

Leading Edtech Resource

Tech & Learning’s monthly digital magazine covers the most pressing needs of our readers, offering the just-in-time information essential to driving innovation.

TECH & LEARNING

SmartBrief

3x weekly round-up bringing need-to-know ed tech news from Tech & Learning and other leading publications to 67,000 opt-in subscribers.

Above the Fold Takeovers combined high-impact display ad units atop the brief with native text ad placements in the first content section. Your sponsorship will deliver the best of both worlds: impact and engagement.

Rectangle-Text ads run in your choice of news sections, positioning you as an industry resource.

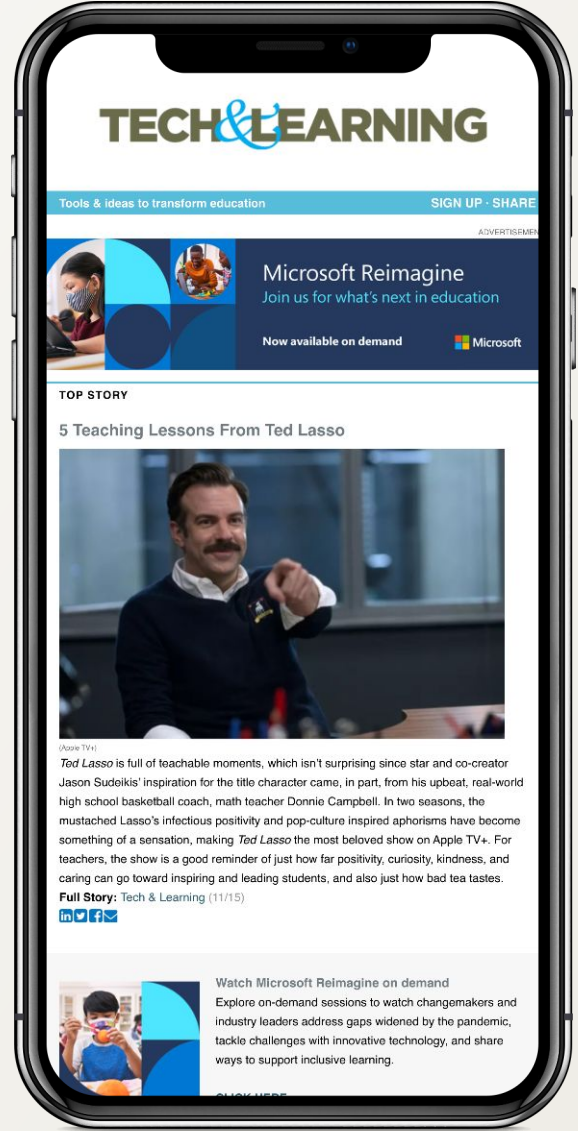
Video-Text placements are ideal for driving video views.

Billboards are high-visibility placements below the masthead, ideal for brand awareness.

Sponsorship: see "Rates & Specifications" section

70k
SUBSCRIBED
Tech & Learning SmartBrief

16.3%
OPEN RATE





TechLearning.com

The go-to resource for 150,000 ed tech decision-makers monthly. Advertising on TechLearning.com puts you in front of your customers alongside industry-leading news and information.

- Banners
- Skins & Takeovers
- Mobile-optimized units

Sponsorship: see "Rates & Specifications" section

150k

MONTHLY GLOBAL VISITORS

223k

MONTHLY GLOBAL PAGE VIEWS

Source: Internal, Global Circulation, Print and digital, November 2020; Google Analytics, Monthly Average, February 2021

Marketing Services



Dedicated Sends

WHAT IS IT

100% share-of-voice e-blast reaching 50,000+ Tech & Learning subscribers.

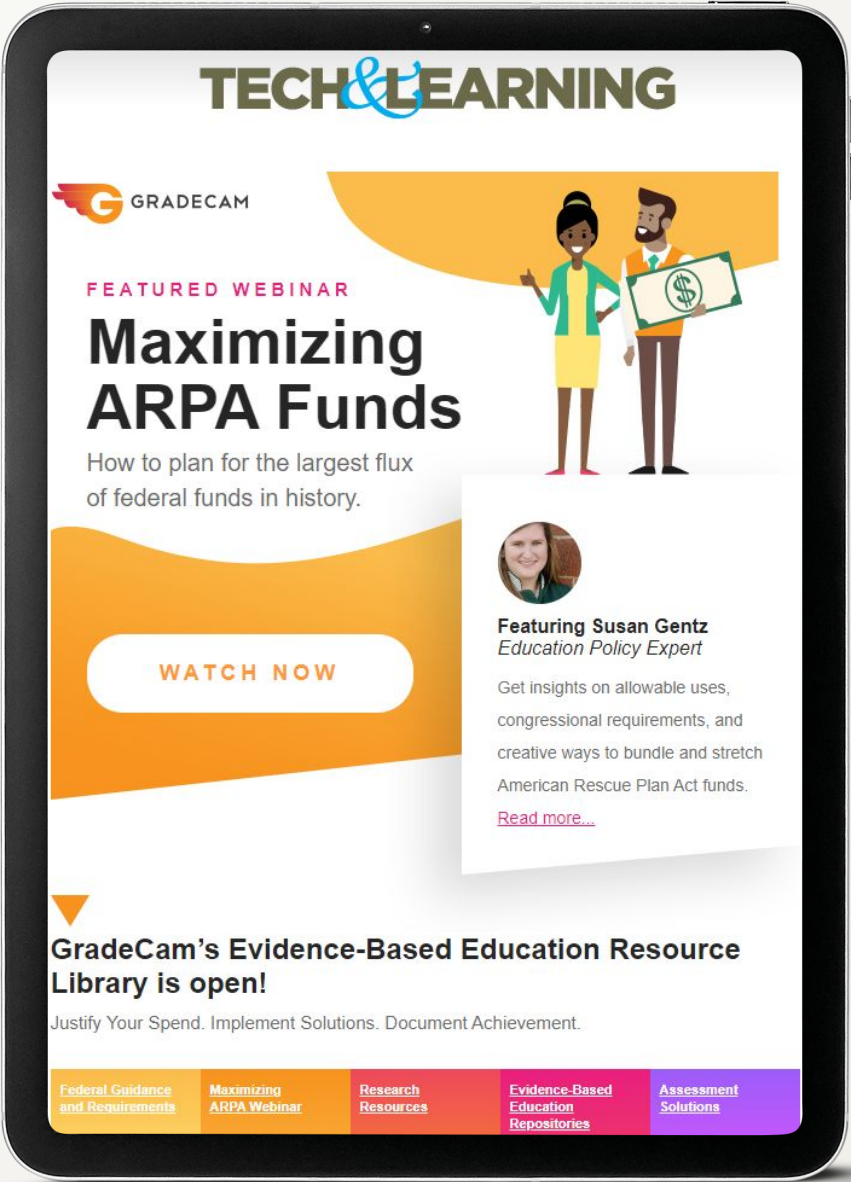
HOW TO USE IT

Generating leads, driving clicks and promoting white papers, webinars, and live events. Limited to one send per week.

WHAT'S NEEDED

HTML e-blast creative

Sponsorship: \$8,500



Special Report

WHAT IS IT

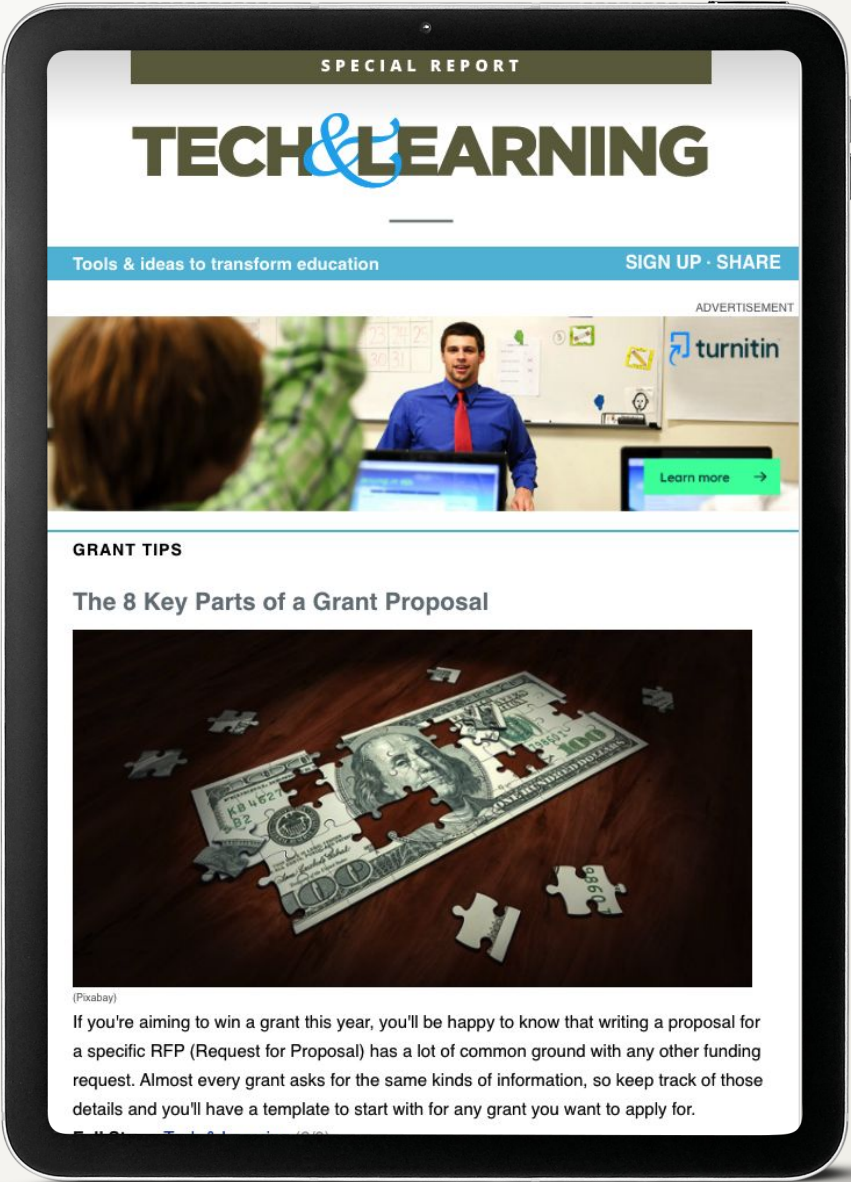
Special Report (Topic Based)

Position your brand alongside news on a trending topic in Education, with content provided by Tech & Learning experts in a standalone, 100% share-of-voice email report.

Conference Special Report

Reach attendees before or after key industry events with customized, relevant content.

Sponsorship: \$4,800



Spotlight

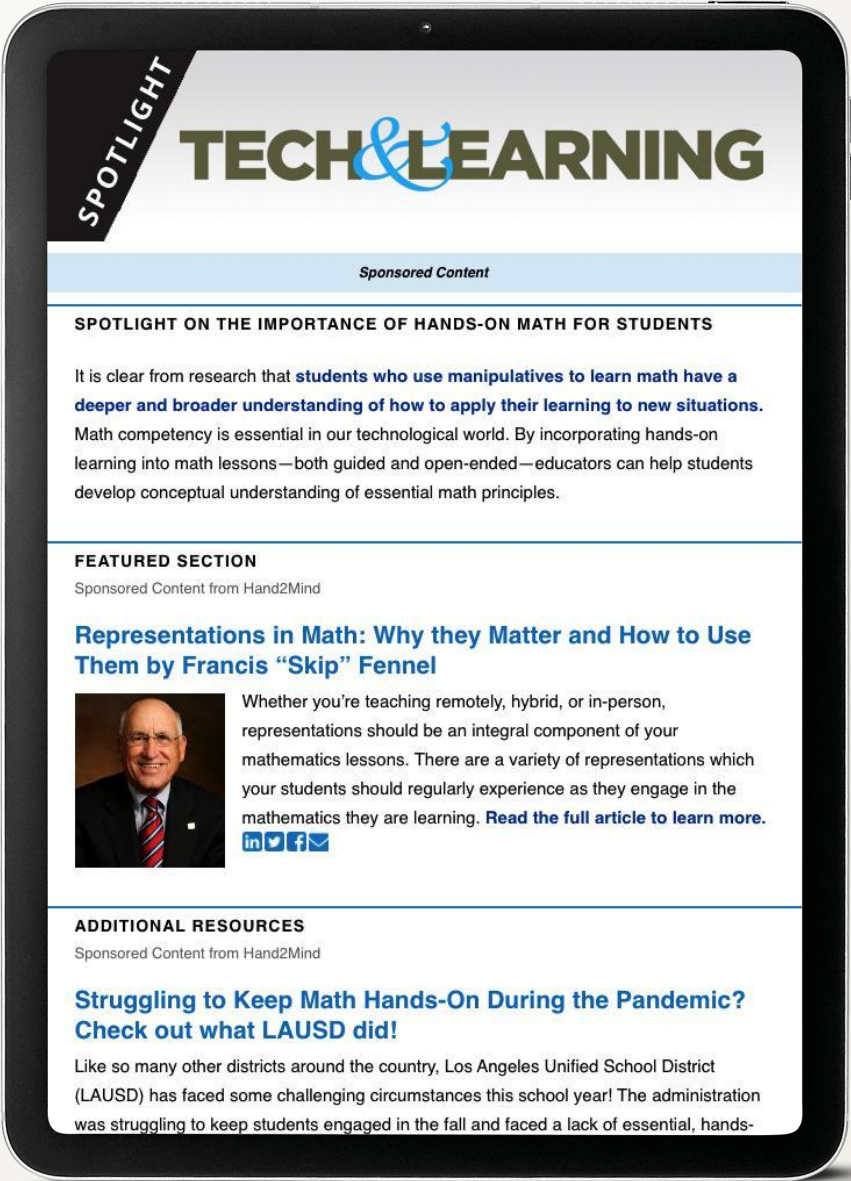
WHAT IS IT

Your branded content and resources run in a 100% SOV stand-alone send to the Tech & Learning audience, supported by relevant news and information summarized by our Content Services team.

WHAT'S NEEDED

- Report Topic
- Featured Section 1 (Features): 1-2 articles (ungated)
- Additional Resources: 1-5 resource headline links to white paper/webinar/case study content,
- Company profile and logo
- Optional: Infographic

Sponsorship: \$8,000

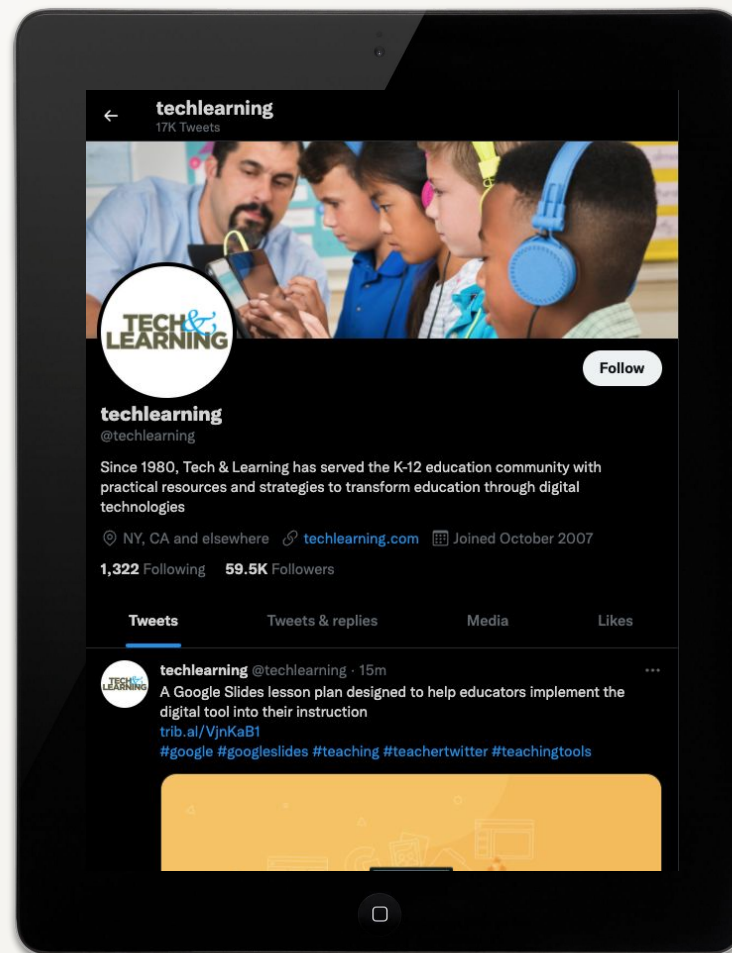


@TechLearning

SmartSocial provides exclusive access to 65,000 Tech & Learning subscribers across a majority of social platforms. Using a combination of sponsored and promoted posts and stories, your content will receive tremendous engagement with ed tech decision makers.

- Available on Facebook, Instagram and Twitter
- Static images, GIFs and video assets accepted

Sponsorship: \$55 CPM



Events



Virtual Lunch 'n Learn Roundtables Hosted By Dr. Kecia Ray and Tech & Learning

In this Virtual Roundtable webinar series, Dr. Kecia Ray talks with leaders from across the country about how they are solving some of the biggest challenges facing today's schools and districts. Join us as an exclusive webinar sponsor and your brand will be positioned as a trusted partner to help districts navigate through the ever-changing education landscape.



Format

- Average 100 attendees
- Sponsor presents alongside other district thought leaders in a discussion moderated by Dr. Kecia Ray

Exclusive sponsorship: \$15,000





The Tech & Learning Regional Leadership Summit is a new, invitation-only, in-person event series for 40-50 top-level school district executives focusing on specific regions around the country.

Sponsor benefits include:

- Small group meetings.
- Tabletop at event.
- Full opt-in attendee list.
- Sponsor promotions on all event branding.

Sponsorship

Bronze: \$8,000 | Silver: \$12,000 | Gold: \$18,000

2021-2022 Schedule

Date	Location
October 29, 2021	Chicago
November 12, 2021	Northeast
January 24, 2022	Orlando (pre-FETC)
February 7, 2022	Dallas (pre-TCEA)
March 25, 2022	Georgia
April 1, 2022	California
May 6, 2022	New England
June 25, 2022	New Orleans (pre-ISTE)
September 23, 2022	Texas

www.techlearningevents.com/RegionalSummits

PD Conferences

Tech & Learning Professional development conferences attract an enthusiastic community of innovators, leaders, educators, administrators, and K-20 professionals who are looking for solutions that support innovation.

Attracting an average of 1,000 decision makers and influencers, Tech & Learning’s unique event platform is one of the most engaging ways you can meet this audience, allowing your brand to get huge exposure, facetime, and direct leads in a virtual world.

Upcoming Schedule:
NYCDOE Beyond Access Forum, November 2, 2021 *(Virtual)*
NYCDOE Beyond Access Forum, June 2, 2022 *(Virtual)*
NYSchoolsTech Summit, August 17, 2022 *(in person)*

Sponsorship
Silver: \$2,500 | Gold: \$5,000 | Platinum: \$7,500



Creative Solutions




Tech & Learning content experts will create a **custom interactive** Playbook paired with an advertising promotion package to drive leads.

The Tech & Learning Playbook positions exclusive sponsors as thought leaders on the hottest topics in education today, driving quality leads from the Tech & Learning audience through multichannel email and social media promotions.

Sponsorship: \$25,000
(includes 12 pages, promotion and 100+ qualified leads)

HOW TO EFFECTIVELY USE

FLIPPED LEARNING



intel. TECH & LEARNING

NOTICES & DISCLAIMERS: Intel technologies may require enabled hardware, software or service activation. No product or component can be absolutely secure. Your costs and results may vary. © Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Other names and brands may be claimed as the property of others.

Collaborate with Tech & Learning editors on custom and meaningful content that addresses top industry challenges and spotlights your thought leadership.

Executive Summary

Summarize key talking points and highlights from your events or long-form content.

Interactive Add-on


Upgrade with graphic animations.

Sponsorship: \$15,000 *(includes 4-6 pages, distribution and 150 guaranteed leads)*

School leaders today have one of the toughest jobs in education. On a daily basis, their work and worries encompass improving learning outcomes, keeping learners safe both emotionally and physically, bolstering teacher and staff motivation and doling out student discipline, among other tasks. Their job often begins before the first bus arrives and ends after everyone else has left the building.

WE EXPECT OUR PRINCIPALS TO BE NIMBLE, creative problem-solvers who can think on their feet and respond with humor, empathy, calm, concern and strength — whatever the situation calls for. But simply being in a leadership position doesn't guarantee those qualities. Frequently, these leaders feel inadequate in the job and unable to express these anxieties in fear of losing their credibility.

In fact, no one person could meet all of the demands of school leadership single-handedly. And, really, no one needs to be an expert at everything. What leaders need is an environment where school leaders — veterans and novices — feel safe being learners themselves.



1

Collaborate with Tech & Learning editors on a custom topic, or showcase your company's leadership with a Q&A series.

Tech & Learning content experts will help you choose a topic that addresses top industry challenges and spotlights your thought leadership, hosted on TechLearning.com for 150,000 visitors monthly.

Sponsorship

\$7,500 including 1 sponsored article with 5 featured content insertions in the Tech & Learning e-newsletter

\$15,000 including 2 sponsored articles with 10 featured content insertions in the Tech & Learning e-newsletter

What is Language! Live and How Can It Help Your Students?

By [Joan Gal Peck](#), [Luke Edwards](#) October 15, 2020

Language! Live curriculum can help students improve their literacy abilities when struggling.



(Image credit: Voyager Sopris)

Language! Live is a curriculum-based intervention that can help students improve their literacy when struggling. It is aimed at students in grades 5 to 12 and uses a blended approach to language and literacy education.

The [Language! Live](#) program, from Voyager Sopris, is built for both in-person and remote use, and works across multiple formats so students can learn both in the class and from home using a digital device.

Bring complex data to life through a combination of graphics and charts, designed and produced by Tech & Learning content experts.

MINI INFOGRAPHIC

Three sections with three data points per section

STANDARD INFOGRAPHIC

Five sections with three data points per section

INTERACTIVE ADD-ON

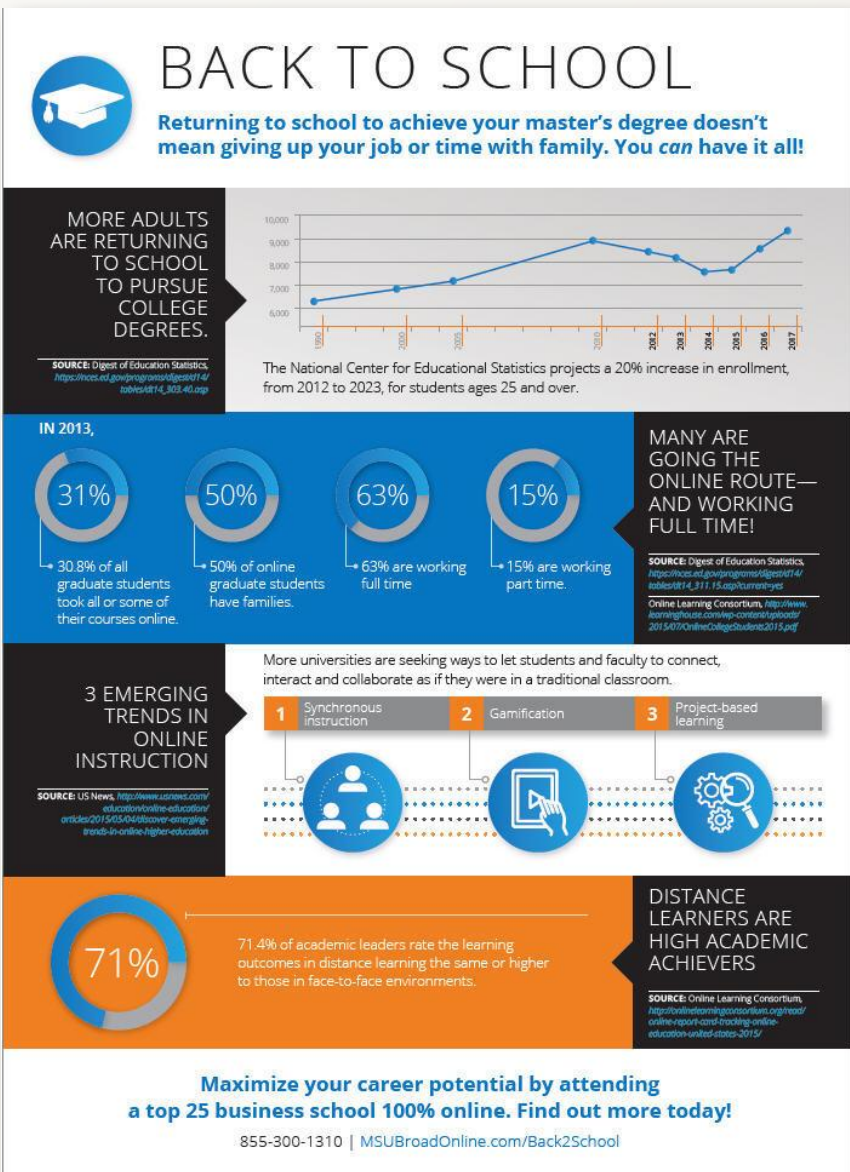
Upgrade with graphic animations

Sponsorship

Mini: \$5,000

Full-length: \$8,000

Interactive add-on: \$3,000



Tech & Learning Awards of Excellence

Tech & Learning’s Awards of Excellence program celebrates innovative products and solutions that address the most important challenges in Education.

An Award of Excellence represents the highest approval rating - based on evaluation by actual educators who use these tools every day. All nominee and winner logos are distributed on social media and promoted across Future brands.

Winning products are showcased in a special edition of Tech & Learning distributed to 50,000 district leaders and school administrators.

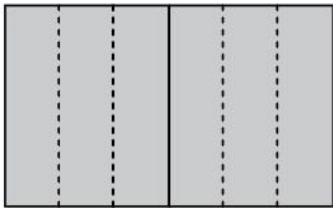
Single Entry: \$595
Multiple Entries: \$525



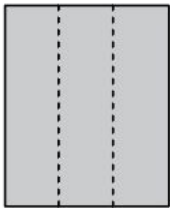
Recent Winners		
Acer	GoGuardian	Promethean
Amplify Education	Discovery Education	Savvas Learning Company
Boxlight	CatchOn	Securly
ClassLink	Lightspeed Systems	SMART Technologies
Lexia Learning	Powerschool	... and more

Rates & Specifications

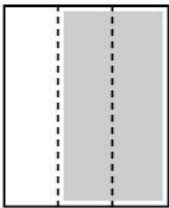




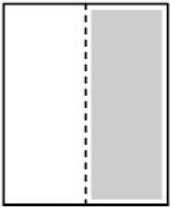
SPREAD
Bleed: 18.5" x 11.375" (470 mm x 289 mm)
Trim: 18" x 10.875" (457 mm x 276 mm)



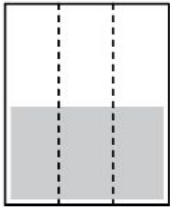
FULL PAGE
Bleed: 9.5" x 11.375" (241 mm x 289 mm)
Trim: 9" x 10.875" (229 mm x 276 mm)



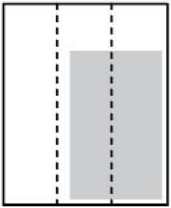
2/3 VERTICAL
5" x 10.375"



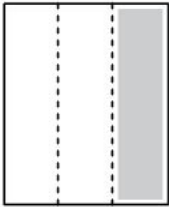
1/2 VERTICAL
3.9" x 10.375"
(99 mm x 264 mm)



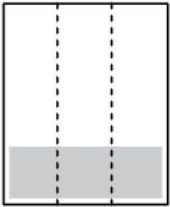
1/2 HORIZONTAL
8.5" x 5"
(216 mm x 127 mm)



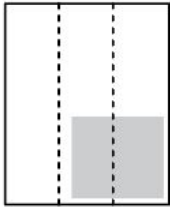
1/2 ISLAND
5" x 7"
(127 mm x 178 mm)



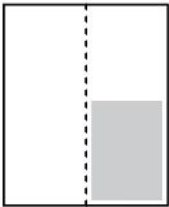
1/3 VERTICAL
2.375" x 10.375"
(60 mm x 264 mm)



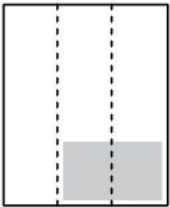
1/3 HORIZONTAL
8.5" x 3"
(216 mm x 76 mm)



1/3 SQUARE
5" x 5"
(127 mm x 127 mm)



1/4 VERTICAL
3.9" x 5"
(99 mm x 127 mm)



1/4 HORIZONTAL
5" x 4"
(127 mm x 102 mm)

Tech & Learning

	1x	3x	5x	10x
Full Page Spread	\$9,750	\$9,250	\$8,775	\$7,800
Full Page	\$5,000	\$4,750	\$4,500	\$4,000
1/2 Page	\$4,000	\$3,800	\$3,600	\$3,200
Cover 2	\$8,500			

Material Specifications

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. Please email your print-ready .pdf to the production manager. If the ad is larger than 25mb, please send by file transfer link or contact production manager for further information.

Other Accepted File Types: Hi-res print-ready, .eps, .tif, or .jpeg. Photo Elements: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Advertising Deadlines

Please refer to the editorial calendar for advertising deadlines. Contact production manager with any extension requests.

Note: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.

Production Contacts

Heather Tatrow, Production Manager
heather.tatrow@futurenet.com

Nicole Schilling, Production Manager
nicole.schilling@futurenet.com

Ad Description	Ad Size (pixels)
Billboard	970 x 250
Super Leaderboard	970 x 90
Leaderboard	728 x 90
DMPU/Half Page	300 x 600
MPU	300 x 250
Sticky Bottom	728 x 90; 970 x 90
Mobile Footer	320 x 100; 300 x 250; 320 x 50
Mobile Leaderboard	320 x 50
Mobile MPU	300 x 250

High Impact Units	Ad Size (pixels)
Big Top	Large expanded 1000x350 Large collapsed 1000x90
Desktop Miniscroller	500x375 (min) 1800x450 (max) - responsive

Impressions	Rates (CPM)			
	0 - 25,000	25,000 - 50,000	50,000 - 100,000	100,000 - 250,000
ROS - Standard Units	\$55	\$52	\$51	\$48
ROS + Skins	\$130	\$125	\$120	\$115
Skins	\$100	\$95	\$93	\$90
ROS + Big Top	\$90	\$86	\$84	\$82
Big Top	\$83	\$78	\$76	\$73
ROS + Mobile Big Top	\$77	\$73	\$71	\$68
Mobile Big Top	\$83	\$78	\$76	\$73
ROS + Miniscroller	\$77	\$73	\$71	\$68
Miniscroller	\$83	\$78	\$76	\$73

General Specifications

- All creative must be approved and tested before a campaign can begin.
- Creative must be received by Traffic & Campaign Management 4 business days before the campaign launch date.
- When submitting rich media, an alternate .gif/jpg is required
- Expandable or “Out of Banner” Rich Media creative must be click initiated
- Expandable or “Out of Banner” Rich Media creative must no larger than twice the banner size
- Audio ads must be user initiated and are subject to editorial approval
- Web Mechanical Specifications
- Supplied materials should be no more than 530 pixels wide by no more than 72 pixels deep. GIF or JPEG formats are accepted, as are animated GIFS (which must be less than 24 kilobytes in size). A URL for hot link must be specified.

Changes & Cancellations

All creative materials must be received at least five business days prior to the launch of the campaign. Include with artwork: Referring URL and alt text. If creative is delayed, Future reserves the right to extend the campaign and date by same number of days creative was delayed.

Rejecting Creative

Future a reserves the right to reject any creative that does not follow our specifications.

Third-party Tag Policy

Future will accept and traffic up to 3 tags per placement, per campaign.

Banner Policy

Banners may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by Future and specified in the contract. This includes but is not limited to rollovers, surveys, non-user-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All beyond-the-banner creative requires 5 days of lead time to be approved. All ad placements should launch a new browser window when clicked.

Files accepted	.jpg, .gif, 3rd party tags, click through URL, HTML5 creatives
File Size	50KB - 100KB
Loop/Time	3 loop/15 sec
Media Types Accepted	All Rich Media
Audio Accepted	User Enabled Audio Streams Only
3rd Party Served	Yes

Rich Media

Accepted Ad Formats	3rd party tags
Lead Time	5 days
Initial Load	2MB

Available Units

For full specifications and examples click [here](#).

Billboard

Exclusive placement atop the brief for maximum visibility. Ensures your brand is associated with the most relevant news to your target audience. Scalable on all device types and sizes. 970x250

Rectangle-Text

Native content that is seamlessly integrated with the newsletter. Incorporate both images and text to provide multiple opportunities for reader engagement. Optimal lead generation tool for promoting original content. Ad Image, Headline, Ad Copy, and Click through URL

Above-the-Fold

For the highest visibility and impact, own the Billboard, News 1 with a Half-Page unit*, Rectangle-Text or a Medium Rectangle units. *Half-Page unit is only available with the Above-the-Fold takeover. 600x300

Video-Text

Supercharge engagement by using a combination of video and text to drive both video views and website traffic. User experience for video varies by email client. The Video-Text ad seamlessly delivers the best possible content experience based on where subscribers open.

Medium Rectangle

High-impact units, ideal for visual content and product promotion. Own expanded real estate, and maximum share-of-screen, in a SmartBrief publication. 300x250

	Rates
Above the Fold Takeover	\$1,200
Billboard	\$800
Featured Content	\$1,000
News 1	\$800
News 1 Video-Text	\$1,000
News 2	\$720
News 2 Video-Text	\$900
News 3	\$650
News 4	\$575
News 5	\$525
Special Report	\$4,800
Spotlight	\$8,000
Best Of	\$8,000
Dedicated Send	\$8,500

NEWSLETTER

- All ad creatives must be site-served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Javascript is not supported in email.

AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.

DEDICATED SEND**Required Deliverables**

1. HTML Code
2. Subject Line
3. Preheader Text (Optional)

Email Advertising Guidelines

1. Test your HTML code for errors with an HTML validator prior to submitting to SmartBrief.
2. Visit the Guide to CSS Support in Email: campaignmonitor.com/css.

NOTE: HTML is due 10 full business days in advance of the send date, and compatibility issues may delay the send.

Subject Line & Preheader

- 50 characters max recommended for subject line and preheader
- Avoid these terms: "New", "Free", "Special."
- Do not use all CAPS or exclamation points! (These phrases, fonts and punctuation may cause your email to get marked as spam).

DEDICATED SEND HTML CODE**Design**

- Limit the design width to no more than 650px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Use six-digit hex codes for colors.
- Code links on one line: linked text
- Use inline styling. Except for media queries, SmartBrief only incorporates code between the body tags into our template.
- Media queries should be in style tags in the head element. SmartBrief can only accept media queries that have a Class or an ID.

Images

- Use JPEGs or GIFs.
- Use absolute URL and image paths (images, links, etc.). Images and files must be hosted by client.
- Use image width and height attributes and values to preserve layout structure when images are disabled.

Do Not

- Do not use dynamic scripts (Javascript) or any form elements (checkbox, radio button, input field).
- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video.

Event	Rate	Sponsorship Details	
Professional Development Conferences	\$2,500	SILVER	<ul style="list-style-type: none"> • Premium virtual booth space to interact with attendees, share resources, and network • Company logo listed on sponsor slide, conference website and marketing materials • Leads from all opted-in sponsor booth visitors
	\$5,000	GOLD	<ul style="list-style-type: none"> • Above plus opportunity to present a demo or workshop, with attendee leads • Listing in Tech & Learning Buyer's Guide and FP ad in Tech & Learning magazine
	\$7,500	PLATINUM	<ul style="list-style-type: none"> • Above plus complete opted-in registration list for post-event follow-up
Regional Leadership Summit	\$8,000	BRONZE	<ul style="list-style-type: none"> • Sponsor promotions on all event branding: Tabletop at event; Full opt-in attendee list. • 2 small group meetings • 1 representative may attend the event.
	\$12,000	SILVER	<ul style="list-style-type: none"> • Sponsor promotions on all event branding; Tabletop at event; Full opt-in attendee list. • 4 small group meetings. • 2 representatives may attend the event. • FP ad in Tech & Learning magazine.
	\$18,000	GOLD	<ul style="list-style-type: none"> • Sponsor promotions on all event branding: Tabletop at event; Full opt-in attendee list. • 8 small group meetings. • 3 representatives may attend the event. • FP ad in Tech & Learning magazine
Virtual Roundtable	\$15,000		<ul style="list-style-type: none"> • Company logo listed on event and marketing materials • A sponsor representative can present and/or offer a demo during the webinar • The full attendee list will be given to you post event to help build your pipeline • All of the above will be available online post event for a period of six weeks

TECH & LEARNING

Content/Brand Director
CHRISTINE WEISER

christine.weiser@futurenet.com

Advertising Director
ALLISON KNAPP

allison.knapp@futurenet.com

