

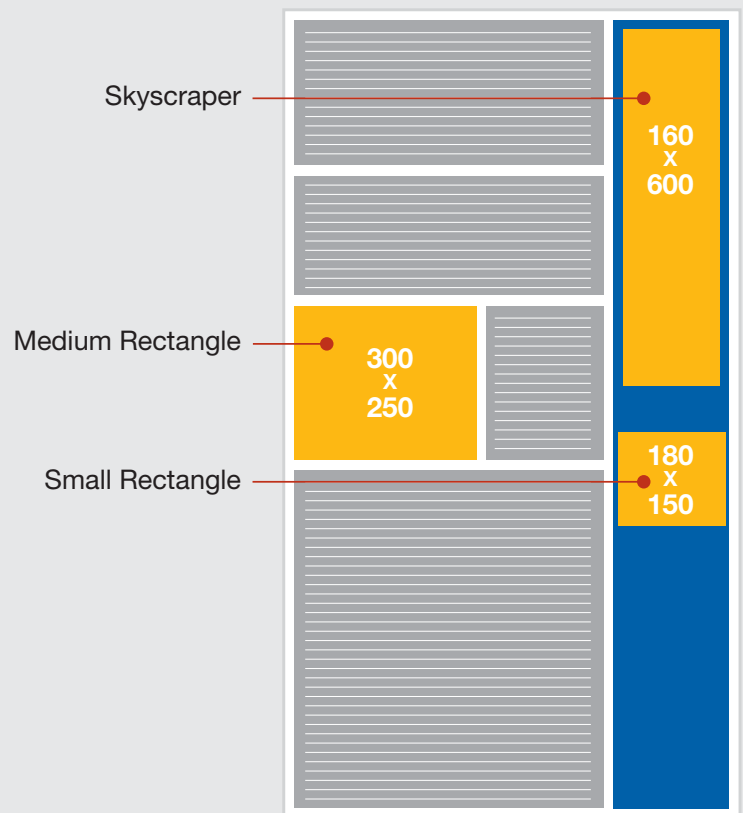
E-Newsletter Advertising Opportunities

ISTE Update is the monthly newsletter for members of the International Society for Technology in Education. It features news and announcements about ISTE programs, events, products and services. ISTE Update also highlights member activities, awards, and career opportunities, as well as partner initiatives and resources for educators. ISTE Update is emailed on the second Tuesday of every month. See sample issues at www.iste.org/update/.

Rates			
	1x	2x	3x
Skyscraper (160 x 600)	\$2,750	\$2,400	\$2,250
Medium Rectangle (300 x 250)	\$2,400	\$2,150	\$1,875
Small Rectangle (180 x 150)	\$2,000	\$1,800	\$1,500

Advertising File Specifications		
Name	Size	GIF/JPEG
Skyscraper	160 x 600	20 KB Maximum
Medium Rectangle	300 x 250	20 KB Maximum
Small Rectangle	180 X 150	15 KB Maximum

Statistics	
Sent To	% Opened
17,005	20.1%



- ISTE Update is an opt-out newsletter
- Ad rates are listed per month
- Ad materials due the 1st of the month
- Email graphics must be GIF or JPEG

- No flash, animated or text ads at this time
- Each ad is allowed one link
- Each link must open new browser window
- ISTE reserves the right to decline any ad