

Learning & Leading

WITH TECHNOLOGY



Promoting the effective use of **technology** in **education** for more than 30 years.

Learning & Leading with Technology

readers are **loyal leaders** who are serious about technology and continually seeking new ways to improve teaching and learning. They look to *L&L* to find those new ways—**and it delivers.**

Reach ed tech **decision makers** and purchasers around the globe:

L&L is the voice of the International Society for Technology in Education (ISTE), **a trusted source in the ed tech field.**

L&L reaches more than **100,000** ed tech leaders: 20,000 members and 85,000 other educators through our Affiliates network.

91% of readers influence **purchasing** decisions for products and services.

L&L is consistently ranked the top ISTE member benefit.

Readers are tech savvy and experienced, averaging more than eight years in the field.

District leaders, administrators, technology coordinators, and classroom teachers find *L&L* invaluable and tell us **they read it cover to cover.**

Reach a trusted source



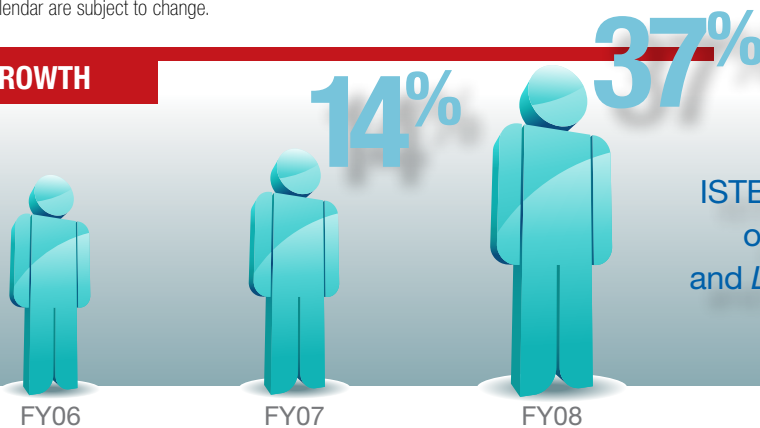
EDITORIAL CALENDAR

8 Issues Per Year

Issue	Topics	Ad Close	Ad Materials	Delivery Date
August 2009	Innovative Learning Technologies Buyer's Guide Topic: Interactive Whiteboards	5/11/09	5/20/09	7/28/09
September/October 2009	Online Learning Buyer's Guide Topic: Audio Recorders	7/6/09	7/13/09	8/25/09
November 2009	Cool Tools Buyer's Guide Topic: Art Tools	8/26/09	9/8/09	10/27/09
December/January 2009–10 Bonus Distribution: <i>FETC</i>	Leadership/Management Buyer's Guide Topic: Smartphones	9/29/09	10/8/09	11/24/09
February 2010	School Improvement Buyer's Guide Topic: Adaptive Keyboards	11/20/09	12/2/09	1/27/10
March/April 2010 Bonus Distribution: <i>CUE</i>	Digital Citizenship Buyer's Guide Topic: Wireless Reading Devices	12/28/09	1/7/10	2/23/10
May 2010	Web 3.0 Buyer's Guide Topic: Video Cameras	3/2/10	3/12/10	4/27/10
June/July 2010 Bonus Distribution: <i>NECC 2010</i>	Professional Development Buyer's Guide Topic: Touch Technology	3/22/10	4/9/10	5/25/10

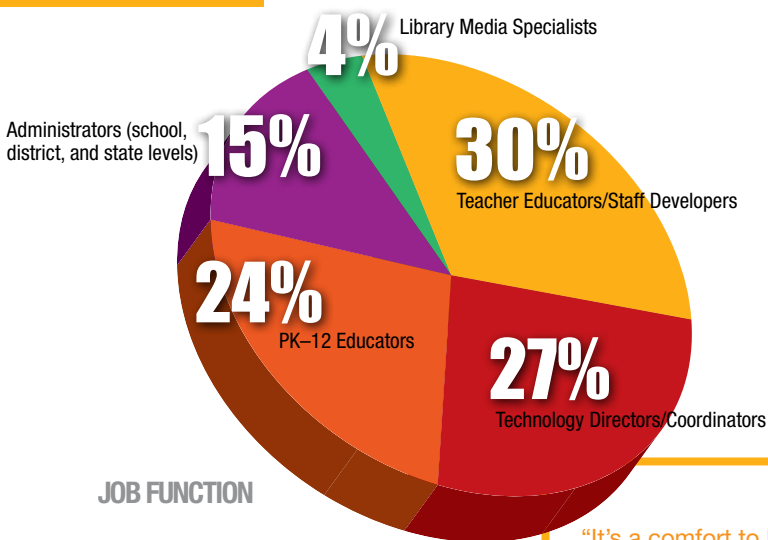
All items on the editorial calendar are subject to change.

MEMBERSHIP GROWTH



ISTE membership has grown 37% over the past three fiscal years, and *L&L* is a big part of the reason.

DEMOGRAPHICS



CIRCULATION

United States	95%
Canada	2%
Other	3%

"It's a comfort to know that you can ... pick up a copy of *Learning & Leading with Technology* to find something new and exciting to use in your classroom."
— Technology Director

RATES

Black & White					
	1X	3X	6X	9X	12X
Page	\$3,140	\$3,015	\$2,915	\$2,790	\$2,760
2/3	\$2,355	\$2,260	\$2,190	\$2,100	\$2,070
1/2	\$1,980	\$1,810	\$1,750	\$1,675	\$1,660
1/3	\$1,260	\$1,205	\$1,170	\$1,120	\$1,100
1/6	\$690	\$665	\$645	\$620	\$610

4 Color					
	1X	3X	6X	9X	12X
Page	\$4,120	\$3,955	\$3,830	\$3,060	\$3,625
2/3	\$3,090	\$2,965	\$2,875	\$2,750	\$2,720
1/2	\$2,470	\$2,375	\$2,300	\$2,200	\$2,175
1/3	\$1,650	\$1,580	\$1,535	\$1,470	\$1,450

Covers					
	1X	3X	6X	9X	12X
2nd	\$4,740	\$4,550	\$4,405	\$4,215	\$4,170
3rd	\$4,530	\$4,350	\$4,215	\$4,030	\$3,985
4th	\$5,355	\$5,140	\$4,980	\$4,765	\$4,710

"I initially joined ISTE in 2000 so I could get *L&L* magazine. *Learning & Leading* helped me to develop a broader understanding of different grade levels and content areas as well as how people in different parts of the world were using technology to enhance instruction."

—Instructional Technology Training and Software Coordinator

ADVERTISING CONTACTS

Fox Associates

E-mail: sales@foxrep.com

Fox-Chicago

116 West Kinzie Street
Chicago, IL 60654-4655
Phone: 1.312.644.3888
Fax: 1.312.644.8718

Fox-New York

347 Fifth Avenue, Suite 1101
New York, NY 10016-5010
Phone: 1.212.725.2106
Fax: 1.212.779.1928

Fox-Atlanta

3685 Bellegrove Ridge
Marietta, GA 30062-5171
Phone: 1.800.699.5475
Fax: 1.888.853.9234

Fox-Detroit

6765 Woodbank Drive
Bloomfield Hills, MI 48301-3040
Phone: 1.248.626.0511
Fax: 1.248.626.0512

Fox-Los Angeles

315 West 9th Street, Suite 1009
Los Angeles, CA 90015-1300
Phone: 1.213.228.1250
Fax: 1.213.627.7469

For advertising opportunities in ISTE Update, ISTE's e-newsletter, contact your Fox Associates representative.



MATERIALS DELIVERY

Materials should be delivered to:

Advertising Coordinator
180 West 8th Ave., Suite 300
Eugene, OR 97401-2916
Phone: 1.541.434.9582
Fax: 1.541.302.3781
advertising@iste.org

or posted to the ISTE FTP site:

ftp.iste.org
username: public
password: everyone
(post to Advertising-LL folder)

Advertisers must notify the ad coordinator by e-mail (advertising@iste.org) when the file has been posted. Please include the filename. Mail a proof to arrive to the above address by the ad materials deadline.

We reserve the right to refuse advertising that is inappropriate for our audience.

Inserts are accepted upon special request.

MECHANICAL REQUIREMENTS

Printing

Web offset (SWOP)
300% maximum ink density
Saddlestich binding

Publication trim size

8 3/8" x 10 7/8"
(Keep live matter 1/8" from trim size.)

Publication bleed size

8 5/8" x 11 1/8"
(Materials that bleed must extend 1/8" beyond trim size.)

Digital files. Materials must be supplied as high-resolution CMYK PDF files. PDF/X-1a compliant files are acceptable. All fonts must be embedded.

We will not accept any native application files. Ads created in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word or any other word processing program will not be accepted.

Black & white ads should be black and grayscale only.

Spot color must be converted to CMYK.

Avoid the use of rich black in text, especially in small point sizes. All small black type should be 100% black or percentages thereof.

Material proofs. A minimum of a laserprint proof must be supplied for all ad placements.

We cannot guarantee color matching.

Perfect alignment of type across a gutter of two facing pages cannot be guaranteed.

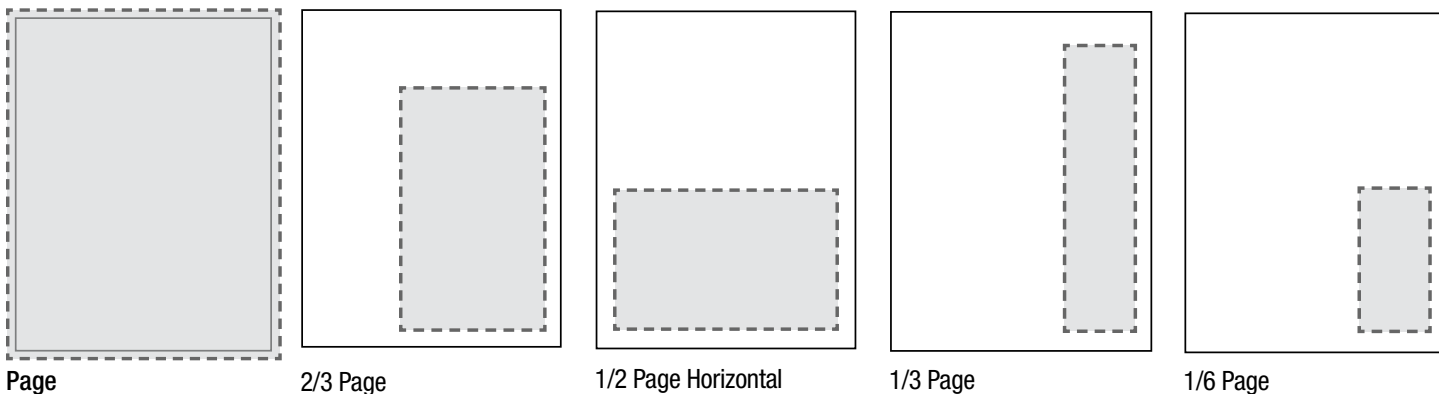
The publisher is not responsible for the quality of reproduction when specifications are not adhered to and reserves the right to alter materials received that are at variance with mechanical requirements.

Qualified agencies will receive a 15% discount. Effective April 1, 2009. All terms and conditions are subject to change.

AD SIZES

	Non-Bleed Size	Bleed Size
Full Page	8 3/8 x 10 7/8	8 5/8 x 11 1/8
2/3 page (Island)	4 11/16 x 7 7/8	
1/2 page (Horizontal)	7 1/8 x 4 1/2	
1/3 page	2 9/32 x 9 1/8	
1/6 page	2 9/32 x 4 1/2	

All dimensions are in inches (width × height).



Terms & Conditions

To qualify for frequency discounts, insertions must occur during any 12-month period. The advertiser/agency will be billed for each insertion according to the frequency rate established in advance. If fewer insertions run than those scheduled, advertisers will be rebilled at the next higher frequency rate on this schedule. Discounts may not be combined without approval. Special ad placement requests are not guaranteed.