Unrivaled access to edtech decision-makers

Connecting with edtech’s leaders and decision-makers has never been easier – or more comprehensive.

ISTE’s combination of communication platforms puts your products and services front and center with the edtech community.

Advertise on the ISTE Blog, our robust online content platform; in Empowered Learner, our quarterly membership magazine; or in ISTE Update, our monthly member e-newsletter, and connect with key influencers and purchasers in the education marketplace.

You choose the product and medium. ISTE delivers its valuable audiences.
The ISTE Blog is a dynamic online platform offering content on the latest trends, ideas and innovative thinking in the world of edtech. Visitors to the blog enjoy fresh, use-it-today content published in various formats including articles, videos, infographics, blog posts, guest columns and cartoons.

Traffic to the ISTE Blog has seen a continual increase since its launch thanks to top-quality content, promotion on social media, advertising and book marking. With robust social media sharing, the content within the ISTE Blog deeply engages the ISTE community and provides expansive reach throughout the edtech marketplace.

### Site traffic
- Average monthly page views: 453,766
- Average monthly unique page views: 259,828

### ISTE Blog traffic
- Average monthly page views: 73,644
- Average monthly unique page views: 52,339
- Average monthly advertising impressions: 52,926

### Audience
- Total Members: 16,464
- Affiliate Members: 91
- Professional Networks: 26
- Countries Represented: 127

### Advertising
**300x250 pixel ad**
- Monthly rate: $1,250
- Advertisers must submit their art, matching the exact dimensions of the specified ad, in the following format: 50KB max; JPEG or GIF. Send creative to advertise@iste.org.

### Sponsored content
Share your content directly with thousands of visitors to the ISTE Blog. Your content will be published on the Innovative Solutions page of the ISTE Blog with a direct link from the landing page. All sponsored content will receive mention on ISTE social channels and ISTE Update. **Note that all content must meet ISTE content guidelines.** Prices below are per piece of content.

- 3-month package: $3,000
- 12-month package: $9,000

**Advertising contact**
Fox Associates Inc.
800.440.0231
Converge with the world’s edtech leaders.

*Empowered Learner*, ISTE’s quarterly member magazine, provides an in-depth look into the issues, practices, policies and tools that contribute to empowering connected learners in a connected world.

Every issue showcases the expertise of edtech educators and leaders, and features insight and inspiration to help educators at all levels embed technology in learning and teaching.

*Empowered Learner* provides real-world success stories, no-nonsense applications, member profiles, and highlights of progress at the state, national and international levels.

Join us at the nexus of digital learning and teaching – that’s *Empowered Learner*. The magazine for education technology’s decision-making innovators.

Where passionate educators and edtech leaders turn for insight.

*Empowered Learner* magazine appeals to a variety of educators from around the world who are passionate about education transformation including:

- Teachers
- Tech coordinators/Specialists/Facilitators
- Librarians/Media specialists
- Tech/IT directors
- Curriculum specialists/Directors
- State, district and school leaders
- Global, eLearning, distance learning collaborators

Connected learning. Connected world.

ISTE® is the premier nonprofit organization for educators and education leaders committed to empowering connected learners in a connected world. Home to the ISTE® Conference & Expo, the nation’s largest edtech conference, and the widely adopted ISTE® Standards for learning, teaching and leading in the digital age, the association unites more than 100,000 professionals worldwide.

ISTE® envisions a world where all learners thrive, achieve and contribute. That lofty vision is informed by our mission: To empower learners to flourish in a connected world by cultivating a passionate professional learning community, linking educators and partners, leveraging knowledge and expertise, advocating for strategic policies, and continually improving learning and teaching.

When you connect with ISTE®, you’re immediately linked to the thought leaders in the world of education technology.
Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad contract</th>
<th>Ad material</th>
<th>Arrives by</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2017</td>
<td>April 17, 2017</td>
<td>April 28, 2017</td>
<td>July 3</td>
</tr>
<tr>
<td>October 2017</td>
<td>July 24, 2017</td>
<td>August 8, 2017</td>
<td>October 2</td>
</tr>
<tr>
<td>January 2018</td>
<td>October 18, 2017</td>
<td>October 30, 2017</td>
<td>December 28</td>
</tr>
<tr>
<td>April 2018</td>
<td>January 22, 2018</td>
<td>February 2, 2018</td>
<td>April 3</td>
</tr>
</tbody>
</table>

Advertising rates (all rates are 4c)

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>2X</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,800</td>
<td>$3,550</td>
<td>$3,040</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,200</td>
<td>$1,100</td>
<td>$960</td>
</tr>
<tr>
<td>Cover: inside front</td>
<td>$5,500</td>
<td>$5,000</td>
<td>$4,400</td>
</tr>
<tr>
<td>Cover: inside back</td>
<td>$4,800</td>
<td>$4,450</td>
<td>$3,840</td>
</tr>
<tr>
<td>Cover: outside back</td>
<td>$5,900</td>
<td>$5,450</td>
<td>$4,720</td>
</tr>
</tbody>
</table>

> Guaranteed placement add 15% to above rates.

Annual contract incentives
> 50% discount on any ads placed in the ISTE Update member e-newsletter.
> In addition to the incentives above, four-time, full-page advertisers will be friended on ISTE’s Facebook page, followed by our Twitter account and will receive recognition signage at the next ISTE Conference & Expo.

Circulation:
16,000
Ad sizes and dimensions (Ad sizes subject to change at any time)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (bleed)</td>
<td>8.375&quot; W x 10.875&quot; H + .125&quot; for bleeds on all sides</td>
</tr>
<tr>
<td>Full page (float)</td>
<td>7.1875&quot; W x 9.75&quot; H</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>7.1875&quot; W x 4.7813&quot; H</td>
</tr>
<tr>
<td>Half page (vertical)</td>
<td>3.5&quot; W x 9.75&quot; H</td>
</tr>
<tr>
<td>Third page (square)</td>
<td>4.7292&quot; W x 4.7813&quot; H</td>
</tr>
<tr>
<td>Quarter page (vertical)</td>
<td>3.5&quot; W x 4.7813&quot; H</td>
</tr>
</tbody>
</table>

Submission

Advertisers must submit their camera-ready art, matching the exact dimensions of the specified ad, in one of the following formats:

> Press-quality PDF (with bleeds when applicable) or
> 300 dpi TIFF, EPS or JPEG (must be original minimum resolution)

Email camera-ready artwork to advertise@iste.org. Please indicate the name of the advertising company, book and issue in the subject line of your email.

Deadlines

The print version of the magazine will be received by readers on or before the first week of the distribution month and will be posted on the ISTE website, iste.org, the month of distribution.

Advertising contact

Fox Associates Inc.
800.440.0231
ISTE Update

ISTE Update is the official member e-newsletter for the world’s premier nonprofit organization serving educators and education leaders. The e-newsletter provides members with key ISTE insider information about organizational news, board members and their work, new and upcoming events, innovative resources, special offers and more. Advertisers enjoy targeted access to a niche market of key edtech influencers.

**Advertising rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text: 150 characters and link</td>
<td>$1,900</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Banner: 600 pixels x 90 pixels</td>
<td>$2,900</td>
<td>$2,610</td>
<td>$2,320</td>
</tr>
</tbody>
</table>

*ISTE Corporate Members may take 15% off the above rate.*

*All rates shown are net.

**Frequency**

Monthly, second Tuesday of each month.

**Distribution**

14,200*

*Total distribution fluctuates from 14,000–18,000 throughout the year. Inquire with ISTE staff for most current number.

**Average open rate**

20%

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**Ad size**

Banner ad: 600 pixels x 90 pixels

**Submission and deadlines**

Advertisers must submit their art, matching the exact dimensions of the specified ad, in the following format: 50KB max; JPEG, PNG or GIF (no Flash animated or text files). One link per ad; link must open in new window.

Send creative to advertise@iste.org.

**Ads due the first of each month.**