



# 2019 Advertising Kit



# Put your firm front and center with edtech's thought leaders, purchasers

Connecting with a targeted market of edtech professionals and purchasers has never been easier.

Welcome to the International Society for Technology in Education (ISTE), where you'll find opportunities for year-round exposure to leaders and key decision-makers in the edtech market.

Choose from ***Empowered Learner*** magazine, a quarterly membership magazine; **ISTE Update**, a monthly member e-newsletter; or the **ISTE Blog**, a robust online content platform.

Choose the product. Choose the medium. Get connected to ISTE's global community of educators who are seeking up-to-the-minute information on all things edtech.

## Together, transforming teaching and learning

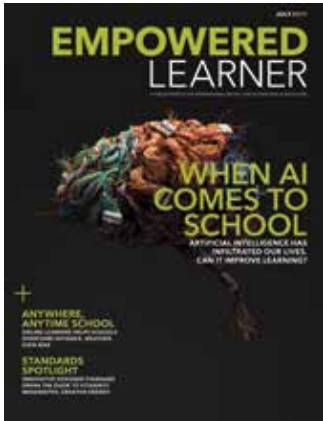
ISTE is a nonprofit organization that works with the global education community to accelerate the use of technology to solve tough problems and inspire innovation. Our worldwide network believes in the potential technology holds to transform teaching and learning.

ISTE sets a bold vision for education transformation through the ISTE Standards, a framework for students, educators, administrators, coaches and computer science educators to rethink education and create innovative learning environments.

The organization's professional learning offerings include online courses, professional networks, year-round academies, peer reviewed journals and other publications. ISTE is also the leading publisher of books focused on technology in education.

ISTE also hosts the annual ISTE Conference & Expo, one of the world's most influential edtech events – coming to Philadelphia June 23-26, 2019. There, over 16,000 educators from 75 countries will gather to learn during 1,200 professional development sessions and will visit a hands-on expo hall featuring 550 companies.

# EMPOWERED LEARNER



## 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.

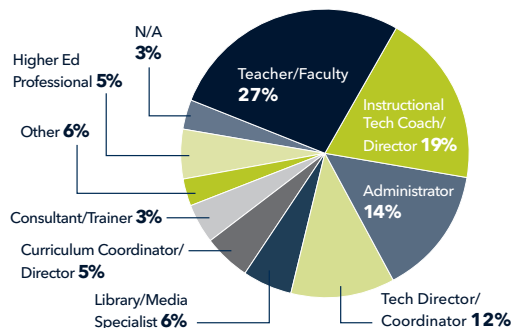
Join us at the nexus of digital teaching and learning – that's *Empowered Learner*, the magazine for education technology's decision-making innovators.

### 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

### Audience



Total members: 20,672  
 Affiliate members: 65  
 Professional networks: 22

PRIMARY JOB FUNCTION

# EMPOWERED LEARNER

## Calendar

Issue	Ad contract	Ad material	Arrives by
January 2019	October 18, 2018	October 30, 2018	December 26
April 2019	January 31, 2019	February 19, 2019	April 2
July 2019	April 25, 2019	May 10, 2019	July 29
October 2019	August 7, 2019	August 16, 2019	October 1

## Advertising rates (all rates are 4c)

Size	1X	2X	4x
Full page	\$3,990	\$3,725	\$3,190
1/2 page horizontal	\$2,625	\$2,415	\$2,100
1/3 page	\$1,575	\$1,470	\$1,260
1/4 page	\$1,260	\$1,155	\$1,005
Cover: inside front	\$5,775	\$5,250	\$4,620
Cover: inside back	\$5,040	\$4,675	\$4,030
Cover: outside back	\$6,195	\$5,725	\$4,955

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

> For 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:

**20,000+**

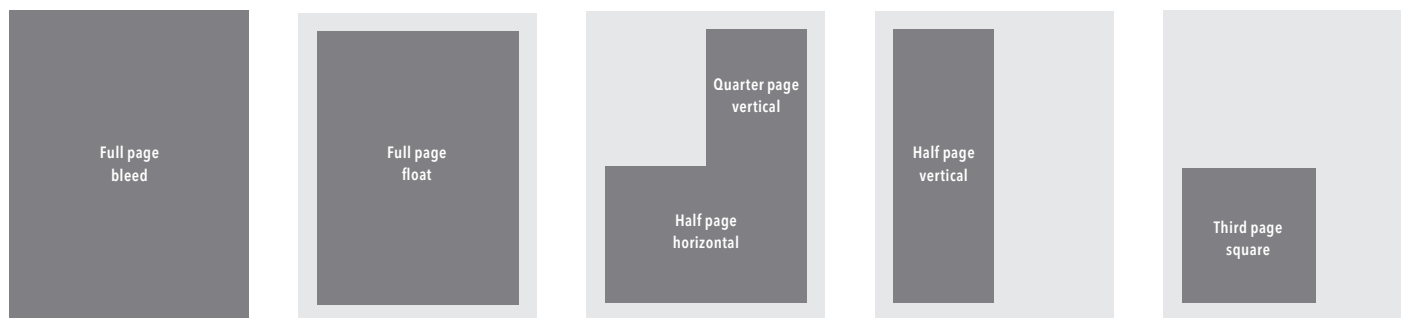
Additional copies distributed at the ISTE Conference & Expo and other ISTE events nationwide.



# EMPOWERED LEARNER

## Ad sizes and dimensions (Ad sizes subject to change at any time)

Full page (bleed):	8.375" W x 10.875" H + .125" for bleeds on all sides
Full page (float):	7.1875" W x 9.75" H
Half page (horizontal)	7.1875" W x 4.7813" H
Half page (vertical)	3.5" W x 9.75" H
Third page (square)	4.7292" W x 4.7813" H
Quarter page (vertical)	3.5" W x 4.7813" H



## 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](mailto:advertise@iste.org). Please indicate the name of the advertising company, book and issue in the subject line of your email.**

For production-related questions, please contact: Danielle Hunsaker at 503.882.0920 or [dhunsaker@iste.org](mailto:dhunsaker@iste.org).

## 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](http://iste.org), the month of distribution.

## Advertising contact

[advertise@iste.org](mailto:advertise@iste.org)

### Fox Associates Inc.

800.440.0231  
Headquarters  
116 W. Kinzie St. Chicago, IL 60654-4655  
312.644.3888

### Fox New York

212.725.2106

### Fox Detroit

248.626.0511

### Fox Los Angeles

805.522.0501

# ISTE Update

**ISTE Update** is official monthly e-newsletter for ISTE members. 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.

## Book space today!

Reserve your ad space in ISTE Update or learn more about other ISTE advertising opportunities by contacting:

[advertise@iste.org](mailto:advertise@iste.org)

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## Frequency

Monthly, second Tuesday of each month.

## Distribution

17,124\*

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

## Average open rate

28%

## Advertising rates\*

Size	1X	3X	6X
Banner: 600 pixels x 90 pixels	\$3,045	\$2,740	\$2,435

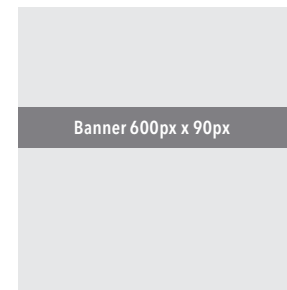
*ISTE Corporate Members may take 15% off the above rates.*

\* All rates shown are net.

The screenshot shows a banner advertisement for ISTE Update. At the top, it says "ISTE Update" with the tagline "The only ISTE newsletter and resource for members." Below this is a photo of a young girl in a pink shirt looking at a laptop. The text on the banner reads "FREE WEBINAR: Learn coding on mobile devices". Below the photo, it says "Bring coding into your classroom" and "Get ready to kick off Computer Science Education Week and join us for a webinar full of practical ideas for infusing coding into your K-12 classroom. Register today for this Nov. 28 webinar." There is a green "REGISTER NOW" button. Below the main content, it says "November 2017" and "Member ID: 450640 | Member URL: C19102100". There are two smaller promotional banners: one for "Share your standards adoption story" and another for "BE AT THE CORE OF LEARNING TRANSFORMATION" with a "REGISTER TODAY FOR #ISTE18" button and "LEARN MORE" link. Below these, it says "Edtech trends revealed" and "This just in! ISTE's new digital citizenship book".

## 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](mailto:advertise@iste.org).  
**Ads due the first of each month.**

# ISTE Blog

The ISTE Blog is a dynamic online platform offering practical ideas, innovative thinking and the latest trends in edtech. Visitors to the ISTE Blog enjoy fresh use-it-today content published in various formats including articles, videos, infographics and guest columns written by education thought leaders.

With robust social media sharing, the content on the blog deeply engages the ISTE community and provides expansive reach throughout the edtech marketplace.



## Site traffic

Average monthly page views	462,867
Average monthly unique page views	340,134

## ISTE Blog traffic

Average monthly page views	81,444
Average monthly unique page views	71,425
Average monthly advertising impressions	62,008

## Advertising contact

[advertise@iste.org](mailto:advertise@iste.org)

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## Advertising

300x250 pixel ad  
Monthly rate \$1,500 net\*

Square tile ad  
300px x 250px

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## 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.

\$1,950 per month.