THE Journal is the premier resource for senior-level decision-makers in education technology at the school, district and state level.

Transforming Education Through Technology

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ABOUT THE JOURNAL

THE Journal covers all aspects of the massive and ever-expanding K-12 education technology sector; readers include senior-level district and school administrators, IT administration and instructional technologists who make decisions and influence technology purchases for their districts, schools and classrooms.

THE Journal is the premier resource for insights into best practices for technology implementations, research into technology practices, in-depth feature articles, guidance on the latest ed tech trends and careful analysis of policy issues. Through our extensive portfolio of digital media, tens of thousands of influential ed tech leaders stay informed on the critical topics of the day.
AUDIENCE PROFILE

TARGET MARKET:
K-12 Education Technology Decision Makers

JOE FUNCTIONS*

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Superintendent/Asst Superintendent</td>
<td>13%</td>
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<tr>
<td>Information Technology</td>
<td>24%</td>
</tr>
<tr>
<td>Principal/Assistant Principal</td>
<td>30%</td>
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<tr>
<td>Program/Curriculum Dir/Manager</td>
<td>12%</td>
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<tr>
<td>Technology-using Educator</td>
<td>18%</td>
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<td>Librarian/Media Specialist</td>
<td>3%</td>
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THEJOURNAL.com Monthly Page Views**

360,000

**Source: Google Analytics

DISTRICT OFFICE
52%

ELEMENTARY SCHOOL
18%

JR HIGH/ MIDDLE SCHOOL
11%

GOVERNMENT
3%

HIGH SCHOOL
16%
<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Frequency</th>
<th>Distribution</th>
<th>Demographics</th>
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<tr>
<td><strong>THE Journal News Update</strong></td>
<td>2x/week</td>
<td>45,000</td>
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<tr>
<td>K–12 education technology news you need to know now</td>
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<td>Information Technology (IT)</td>
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<td>Instructional Tech</td>
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<td><strong>THE IT Trends</strong></td>
<td>2x/month</td>
<td>50,000</td>
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<td>Strategies and insights for information technology leaders in K-12</td>
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<td>Information Technology (IT)</td>
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<td><strong>K-12 Grant Alert</strong></td>
<td>1x/month</td>
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<td>Funding, competitions and award opportunities for educators</td>
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<td><strong>THE Journal Insider</strong></td>
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<td>Critical insights for K-12 education technology pros</td>
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<tr>
<td><strong>THE Journal Remote Learning Environments</strong></td>
<td>1x/month</td>
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<td>Strategies for supporting education beyond the traditional classroom</td>
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# ENEWSLETTERS

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<th>Newsletter</th>
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<td>STEAM Universe</td>
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<td>Information Technology (IT) 33%</td>
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<td>Instructional Tech 35%</td>
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<td>The weekly go-to resource for STEM and STEAM education events, grants, news, strategies and resources.</td>
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<td>Robotics Insider</td>
<td>1x/month</td>
<td>62,000</td>
<td>District &amp; School Level Admin 32%</td>
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<tr>
<td>Keeps educators in the loop on robotics and computer science in the context of STEAM education (science, technology, engineering, the arts and mathematics). Each month we bring you news, best practices, funding opportunities, research and more to help you integrate robotics and coding into the curriculum.</td>
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<td>Information Technology (IT) 33%</td>
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<td>Instructional Tech 35%</td>
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728 x 90, 160 x 600, or 300 x 250 sponsorship available
SERVICES & PROGRAMS

BRANDING

Banner Ads
Catch the eye of a targeted K-12 audience and drive them to your website with a ROS or High-Impact Banner Ad.

Focus eNewsletters
Engage readers with a sole-sponsored custom message co-branded with THE Journal highlighting your brand’s value through a direct marketing approach.

eNewsletters
Target K-12 Technology decision makers and stakeholders with sponsorship opportunities in our weekly and monthly eNewsletters.

INNOVATIVE INSIGHTS

Snapshot Strategic Report
Target K-12 IT decision makers through 4-5 unique editorial articles based on the strategic topic of your choice. Report to be featured alongside sponsor-narrated content on a custom created microsite, promoted for guaranteed marketing impressions and showcased in an issue of THE Journal.

Viewpoint
Engage K-12 IT decision-makers through a unique, creatively designed Q&A asset and sole-sponsored podcast

GameChanger
Sponsor a 4-page print and digital report highlighting game-changing technology within THE Journal.

Industry Perspective/Industry Speaks Q&A
Showcase one of your key executives as a thought leader in K-12 education technology.

Tech Tactics
Increase your presence as a K-12 thought leader through a helpful, easy to digest asset-5 Do’s and 5 Don’ts on your specific topic.

Custom Whitepaper or Case Study
Strengthen your competitive position by developing a custom asset highlighting a customer success story or an innovative product/solution.

Custom Editorial eBook
Utilize our highly regarded editorial content to assemble a portfolio of targeted articles to create a sole-sponsored resource guide.

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*All Innovative Insights programs include a lead generation component
WEBCASTS

Editorial Webcast
THE Journal will host an editorial webcast presentation based on the topic of your choice. THE Journal’s editorial team will acquire the speaker(s) and drive the content of the presentation.

Partner Webcast
Choose a topic to represent your brand and create a customized webcast that includes an editorial moderator from THE Journal, a customer and a representative from your company.

Digital Dialogue
Extend the life and reach of your webcast with an exclusive event summary of the presentation.

CONTENT SYNDICATION

Editorial Hub
Deliver the resources K-12 IT decision-makers need. The Custom Editorial Hub combines our highly regarded editorial content, your informative education assets, and exclusive insights from one of your key subject matter experts to create a targeted, sole-sponsored custom microsite.

Education Resource Center (Microsite)
Position your company as an industry leader through a custom, sole-sponsored solution center.

Content Syndication
Present your company as a leading subject matter expert when you post your whitepapers, relevant articles, webcasts and more in a topic-specific asset library.

ADDITIONAL SERVICES

• Custom Research
• Content Creation
• Custom Projects on Spec

EVENT

Virtual Event
THE Journal Technology Leadership Summits are one-day virtual events offering a wealth of ideas, best practices and unbiased case studies focused on current tech trends in K-12 education, such as distance learning, data analytics, IT strategy and more. Sessions are moderated by our editorial team and feature presentations by educators, IT leaders and experts in the field. All at no charge to the attendee!

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