



The Educator's Network™

where teachers come first

2017 Media Kit



**THE SCHOOL
FUNDING CENTER**
Helping Schools Find the Grants They Need

schoolnotes®

PE Central®
What Works in Physical Education

education world®
Connecting educators to what works



MathGoodies™
Your Destination for Math Education!

 **teacher planet**

www.TheEducatorsNetwork.com
Network of Sites
For Teachers, By Teachers

Looking to reach educators? The Educator's Network is the Answer!

Extensive Reach: With over 4 million unique monthly visitors, The Educator's Network provides exceptional exposure for your business to actively reach K-12 educators (Teachers & Administrators).

Strong ROI: Partner with The Educator's Network and experience a strong ROI as a result of utilizing integrated marketing campaigns including custom email blasts, display banners, newsletter and article sponsorships, and webinars.



Optimization: The Educator's Network offers optimization with every campaign. During your campaign, the Educator's Network will reallocate impressions from sites that are under performing to sites that are performing best. This is an excellent way to improve campaign results while maximizing ROI. **Plus, It's FREE!**

Simplicity: The Educator's Network simplifies your media buying through extensive reach from a single point of contact.

- ~ The convenience of making a single buy across multiple sites.
- ~ The ability to manage entire campaigns from one location and easily optimize that campaign to run exclusively on the best performing sites.

**Public schools will employ
3.3 million teachers who
are key influences in
decision making.**

Immediacy: Unlike other media options, online campaigns allow for immediate delivery with tangible and measurable results.

Affordability: The Educator's Network has negotiated "volume" pricing to ensure cost-effective campaigns for our marketing partners.

[EducationWorld.com](#) Lesson plans, templates, and current news events for K12 Educators.

[SchoolNotes.com](#) The leading school-to-home communications FREE website that provides teachers with a virtual environment for posting classroom or school oriented information.

[Teacherplanet.com](#) Teacher portal with valuable teaching resources.

[PECentral.com](#) Provides latest information about developmentally appropriate physical education programs for children.

[MathGoodies.com](#) Extensive math curriculum with in-depth lesson plans and worksheets.

[SchoolFundingCenter.com](#) Searchable database of grants available for schools.

[K12MarketingAssociates.com](#) Complete and accurate K-12 email database of over 2 million educators.

[TeachersNotebook.com](#) Marketplace where teachers find, share, and sell teacher-created resources.

[HotMath.com](#) Award winning homework help website with step-by-step answers, math videos, and online math tutoring.

[TeacherTube.com](#) Online community for sharing safe educational videos.

[Teachnology.com](#) Free access to thousands of educator resources.

[SchoolExpress.com](#) Free worksheets, games, and activity sets for educators.

[SimpleK12.com](#) Provides online professional development to K-12 educators through the learning community.

[EducationAmerica.net](#) An educator job site featuring over 23,000 job vacancies.

[MyEducationDiscount.com](#) A directory of companies offering discounts to educators.

[SpellingCity.com](#) Award winning site with game-based study of literacy skills.

[K12Reader.com](#) Providing free instruction resources for teachers.

[Helpteaching.com](#) Offering custom worksheets, printable and online assessments for educators.

[BusyTeacher.com](#) Providing free online worksheets and lesson plans for English teachers

[Teachwise.com](#) Marketplace where teachers find, share, and sell teacher-created resources.

[Educents.com](#) Online marketplace that brings thousands of individual content creators, small businesses, edtech companies and publishers together.

[K12JobSpot.com](#) A job site for educators.

[Jobulator.com](#) Providing access to education job notifications on the go.



Fully Integrated Media Tool Kit

Display Banners: Display banners run throughout the entire educator network or on selected sites within the network. The Educator's Network offers standard IAB advertising units with rich-media and Geo-targeting capabilities.

Newsletter Sponsorships: Sponsor one or multiple newsletters reaching over 1 million opt-in subscribers.

eBlasts: Dedicated e-mail blasts provide an opportunity to send your marketing message to our subscribers without the distractions of other content. Sponsor one or multiple eBlasts reaching over 4 million opt-in subscribers.

Webinars: Showcase your products and services in a compelling 30 minute or one hour interactive presentation hosted by educationworld.com.

Custom Content Sponsorships: Your editorial content, banners, logos and more will be woven into our existing or new content sections to build awareness and drive leads in a powerful way.



INTERNATIONAL BULLYING PREVENTION CONFERENCE

Bullying Prevention through Empathy and Kindness

**NOVEMBER 6-8, 2016
NEW ORLEANS, LA**

40+ workshops

2 keynote addresses

Earn CEUs for your participation

Get \$50 off registration with coupon code RW16

 INTERNATIONAL BULLYING PREVENTION ASSOCIATION

[Learn More](#)

Build Brand Awareness... and drive traffic to your website.

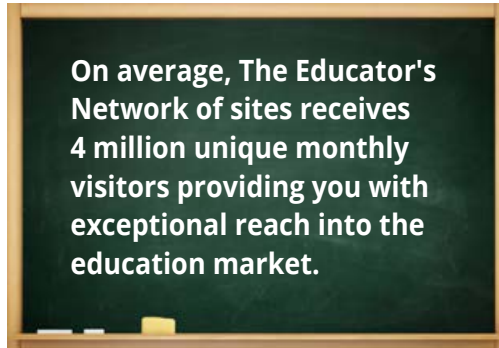
Offering standard IAB advertising units along with rich-media and geo-targeting capabilities.

The Educator's Network offers optimization with every campaign. During your campaign, the Educator's Network will reallocate impressions from sites that are under performing to sites that are performing best. This is an excellent way to improve campaign results while maximizing ROI.

**Choose a run-of-network campaign for maximum reach
-OR- target specific sites within the network.**

Sites	Unique Monthly Visitors
TeacherPlanet.com	100,000
MathGoodies.com	1,600,000
EducationWorld.com	1,600,000
PE Central	169,000
SchoolNotes.com	150,000
TeacherTube.com	12,000,000
EducationAmerica.net	355,000
EducationCanada.com	250,000
K12Reader.com	1,230,000
EnglishLinx.com	87,000
K12Mathworksheets.com	38,000

Leader board 728 x 90 pixels, 3 loops 40k max.



Medium Rectangle
300 x 250 pixels
3 loops 40k max.

Skyscraper
120 x 600 pixels
or
160 x 600 pixels
3 loops
40k max.

Also Available
300 x 600 pixels
(double the width)

Floating Ad
600 x 400 pixels
3 loops 50k max.

Reach qualified buyers when you have their full attention...

Newsletter	Subscribers
Education World	149,000
Teacher Planet	121,000
Math Goodies	116,000
PE Central	41,000
School Express	79,000
Teacher Tube	950,000

Deliver your message to over 1.4 million opt-in newsletter subscribers. Your message will gain more impact and authority by appearing adjacent to valued content.

education world®


Weekly Newsletter
December 21, 2016



Connecting educators to what works

Ready to Learn More?

Training and support for all AP® educators, register early and save.

[Learn More ▶](#)







One- and two-day workshops led by experienced AP professionals provide participants with some of the best tools and techniques for helping students acquire the skills needed to excel in AP and Pre-AP classrooms. Participants review course outlines, content-related handouts, student samples, and scoring guidelines. **Workshops focus on learning specific pedagogical techniques and content-specific strategies that can be incorporated in the classroom.**

Daily editing builds students' skills!

With **Every-Day Edit** exercises, challenge students to find and fix errors in spelling, capitalization, punctuation or grammar.

Thanksgiving
Macy's Parade
The Great American Smokeout



As the only advertiser, you'll receive the undivided attention of our subscribers...

We brand your marketing message as a special edition of our newsletter to give your message credibility among subscribers. Our email experts can help you design the most effective campaign for maximum response.



Sample Advertisement:

**ADD "TAKE A FIELD TRIP TO THE FIELD MUSEUM"
TO YOUR CLASSROOM TO-DO LIST**



Take your teaching to the next level – field trips stimulate motivation and curiosity, have a positive impact on learning, and immerse students in the experience of science. Our newest hands-on field trip experiences at The Field Museum put students at the helm: Curiosity Stations allow students to begin exploring a compelling question that will focus their learning as they investigate a related exhibition and Design Challenge Stations give them the chance to team up with classmates to build a tool that will help Field Museum scientists with their fieldwork. Each station is aligned to the NGSS or C3 Framework and designed to connect with classroom learning.

Illinois school groups receive free general admission with pre-registration. Plan your trip today at www.fieldmuseum.org/educators

The Field Museum
CHICAGO

Email Property	Opt-in Email Size
Education World	149,000
School Notes Teachers	55,000
Teacher Planet	121,000
Math Goodies	116,000
PE Central	41,000
Grants 4 Teachers	206,000
Teacher Tube	950,000
Teachnology	240,000
School Express	79,000
Education America	206,000
Education Canada	135,000
Spelling City	278,000
SimpleK12	330,000
Hot Math	725,000

Email Property	Opt-in Email Size
Teachers Notebook	750,000
My Education Discount	1 million
K12Reader	75,000
K12JobSpot	225,000
HelpTeaching	200,000
Teachwise	17,000
Jobulator	140,000
BusyTeacher	300,000
Educents	45,000

K-12 Email Databases
K12 Marketing Associates 1.2 million

Sponsored Content on Education World offers you the opportunity to connect our audience of education professionals...



With our Sponsored Content campaigns, you provide your educator-targeted article that promotes your products, services or campaign which is featured on Education World

With multiple levels of sponsorship there is something to fit every budget:

Level 1: \$5,000/month

- Featured at the top of a section landing page
- Promotion in a Newsletter
- 2 Social Posts

Level 2: \$3,000/month

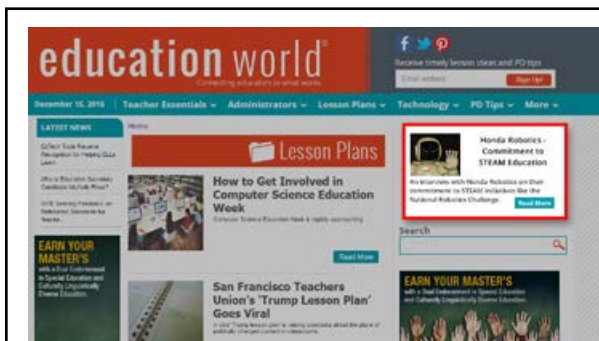
- Featured in middle of a section landing page
- 2 Social Posts

Level 3: \$1,000/month

- Featured in homepage newsfeed



With Levels 1 and 2 your article will be featured prominently in the Education World landing pages for the duration of your campaign.



Native Ad:

For additional exposure, use our site-wide native ad unit to drive traffic to your sponsored content article.

(Standard Display Banner rates apply)

Why should you host a webinar with us?

Education World has over 1 million monthly unique visitors providing exceptional exposure for your business. By conducting a webinar with us, you will generate extensive reach to your target audience and be able to showcase your products and services in a compelling 30 minute or 1 hour interactive presentation. We promote your webinar through multimedia advertising campaigns to cultivate hundreds of registrations and high intent prospective customers. We then host the webinar to provide full seamless management of the entire process.

Included in this Package

Webinar Introduction Slide: Your logo will be prominently featured at the beginning of the presentation and the moderator will read a brief description of your company.

Webinar Closing Slide: During the Q&A period, a slide featuring your company's promotional message will be displayed.

Follow Up Email: Following your webinar, Education World will send an email to all attendees. This email will include a brief message, including a hyperlink, from you as the sponsor of the program.

Certificate of Completion: Each attendee will receive a professional development certification from Education World.



Registration List: You will receive an Excel file containing the contact information, including email addresses, for everyone who registered to attend the webinar.

Campaign Details

Registration: Up to 2,000.

Length: 30 minutes or 1 hour

Promotional Banners:

- 728 x 90 Leaderboards
- 160 x 600 Skyscraper
- 300 x 250 Rectangle

Email Blasts:

- 1 sent 4 weeks out
- 1 sent 2 weeks out
- 1 sent 2 days out

Newsletters:

- 2 sponsored ads

Social Media:

- 2 posts per week to Facebook, Twitter, Pinterest, Tumblr and Google+
- Additional outreach via respected platforms as needed.

Cost = \$15,000

Marketing Element	CPM
Dedicated Email Blasts	\$100-\$200 CPM
Display Banners <i>(728x90, 160x600 and 300x250)</i>	\$10-\$30 CPM
Floating Ad Banners <i>(600x400)</i>	\$40 CPM
Marketing Element "Skin Ads" <i>(166x1198)</i>	\$40 CPM
Newsletter Sponsorships	\$20-\$100 CPM
<i>* All dimensions are measured in pixels</i>	
Sponsored Content	\$1,000-\$5,000
Webinars	\$15,000

Special pricing available!

Ask about our special package rates for implementing fully integrated campaigns!

Here are just a few of our Clients:

