

Connect to the Greater *Education Marketplace*

A host of services to bridge your marketing needs

For more than three decades, *Today's Catholic Teacher* has been the trusted and reliable resource for marketers wanting to reach the Catholic school market. As a major education magazine publisher, we have developed a wealth of information about the general education marketplace and can help you enhance your advertising message on multiple levels.

e-Marketing

Nearly 80% of Catholic schools buy products online and 1 in 3 say they have purchased a product or visited a website from an advertisement in the magazine.

- **Banner advertising** on *Today's Catholic Teacher's* companion website is an effective part of your overall marketing plan.
- **Email communications.** Deliver your message directly to the in-boxes of Catholic-school decision makers from our highly-effective, extensive subscriber list.
- **Web survey sponsorship.** Gain powerful, effective customer insight with electronic surveys targeted to the Catholic-school market.

Telemarketing

Our comprehensive understanding of the education market ensures you maximize your marketing dollars and reach your goals. Let our experienced telemarketing specialists develop and implement a program to help you with:

- Research
- Outbound sales
- Inbound order taking
- Fulfillment
- Or, to supplement your in-house staff

Direct Mail Lists

Build one-to-one relationships with key buyers in the Catholic school market:

- Catholic-school principals
- Directors and coordinators of religious education

Trade Shows and Associations

- Product/trade show distribution
- News releases

Market Studies and Surveys

Get up-to-date information and analysis of the education market with

- Market overview
- Product awareness studies
- Reader surveys
- Inquiry follow-up
- Focus groups



INNOVATIVE WAYS TO DELIVER YOUR MESSAGE

- ▶ **Special Covers** - The front cover is the most visible page of the magazine. A variety of cover options are available—French Door, Cover Flap, Gatefold—that allow you to take advantage of this premium position.
- ▶ **Post-it® Notes** - Draw attention to your full-page ad and provide readers with a removable reminder of your message.
- ▶ **Inserts** - Your customized promotional piece can be tipped or bound into our publications. You supply the printed piece, or we can print it for you.
- ▶ **Gatefold Ad** - Need more than a spread to tell your story? Consider a gatefold ad—it gives you six pages of advertising space.
- ▶ **Bind-In Cards** - A great call to action to accompany your space advertisement. Bind-in cards can be used as an order form or lead-generation piece.
- ▶ **Polybagged Ride Along “Outserts”** - Perfect for your mini-catalog or brochure, ride along outserts allow your promotional materials to be polybagged with our magazine and mailed to our readers at a discounted postal rate that is much less expensive than standard presorted rates. You supply the printed piece, or we can print it for you.
- ▶ **Customized Editorial/Advertorial Supplements and Reprints** - Have a story to tell? We can create a customized editorial piece—from a two-page spread to a multi-page supplement—that our readers can use in their classroom or school and that will help promote your company's image and credibility.