

ISSUE	CLOSING & MATERIALS	EDITORIAL HIGHLIGHTS	VALUE-ADDED MARKETING SUPPORT & SPECIAL AD SECTIONS
Aug./Sept. 2010	Closing: July 13 Materials: July 20	Back to School Classroom Management Systems	Email Blast Program (1/3-page or larger ad) Today's Market Place Spotlight on Fundraising ad section
Oct. 2010	Closing: Aug. 12 Materials: Aug. 19	Giving Math Meaning for Every Student Character Education	Direct Mail Lists (1/3-page or larger ad) Today's Market Place Spotlight on Fundraising ad section
Nov./Dec. 2010	Closing: Sept. 15 Materials: Sept. 22	New Directions in Social Studies Products & Services That Work	Products & Services That Work: equal, adjacent advertorial opportunity* Today's Market Place Spotlight on Fundraising ad section
Jan./Feb. 2011	Closing: Nov. 16 Materials: Nov. 23	Creating Lifelong Readers Professional Learning Communities Continuing Education for Teachers	Banner ad on website (1/3-page or larger ad) Today's Market Place Spotlight on Fundraising ad section
Mar. 2011	Closing: Jan. 20 Materials: Jan. 27	<i>Catholic Schools for Tomorrow</i> Award Formative Assessment <i>Fundraising Guide for Catholic Schools</i>	The Fundraising Guide for Catholic Schools: equal, adjacent advertorial opportunity* and Opportunity Knocks Box Email Blast to NCEA attendees* Today's Market Place Spotlight on Fundraising ad section
Apr. 2011	Closing: Feb. 16 Materials: Feb. 23	NCEA Convention Preview Science Classes for Today and Tomorrow	Tech 411: equal, adjacent advertorial opportunity* Bonus distribution at NCEA Today's Market Place Spotlight on Fundraising ad section
Aug./Sept. 2011	Closing: July 13 Materials: July 20	Back to School	Email Blast Program (1/3-page or larger ad) Today's Market Place Spotlight on Fundraising ad section
Oct. 2011	Closing: Aug. 12 Materials: Aug. 19	Math Curriculum Character Education	Direct Mail Lists (1/3-page or larger ad) Today's Market Place Spotlight on Fundraising ad section
Nov./Dec. 2011	Closing: Sept. 15 Materials: Sept. 22	Social Studies Products That Work	Products & Services That Work: equal, adjacent advertorial opportunity* Today's Market Place Spotlight on Fundraising ad section



* 1/2- and full-page ad

Maximize
Your
Exposure!

SPONSORSHIP OPPORTUNITY

The Catholic Schools for Tomorrow Innovations in Education awards honor innovative Catholic schools. Sponsorship of this unique awards program gives you a wealth of year-long exposure in print and online as well as direct access to the movers and shakers at award-winning schools across the country.

VALUE-ADDED MARKETING SUPPORT DESCRIPTIONS

Email Blast Program. Email blast to Catholic school principals and teachers with your 1/3-page or larger ad in the August/September issue. Includes product image, 25-word description, and a link to your site.

Direct Mail Lists. Receive 1,000 names from the *Today's Catholic Teacher* subscriber list which includes both decision makers (principals) and influencers (teachers) with your 1/3-page or larger ad in the October issue. Use them to target a specific region, test an offer, or simply as an add-on to a larger list order.

Products & Services That Work. Get equal, adjacent advertorial space with your half- or full-page ad in the November/December issue. See sidebar to learn more about this special advertising opportunity.

Banner Ad. Receive a banner ad on our website for any consecutive three months with your 1/3-page or larger ad in the January/February issue.

The Fundraising Guide for Catholic Schools. Get equal, adjacent advertorial space with your half- or full-page ad in the March issue. Plus, deliver your fundraising sample to fundraising decision makers at Catholic schools. See sidebar to learn more about this incredible opportunity.

Email blast to NCEA attendees. Email blast to NCEA attendees with your half-page or larger ad in the March issue. Includes product image, 25-word description, and a link to your site.

Sponsorship Opportunity. Catholic Schools for Tomorrow Innovations in Education Awards. See sidebar for more information.

Bonus Distribution at NCEA. Receive bonus distribution at the largest gathering of Catholic educators in the country.

Tech 411. Get equal, adjacent advertorial space with your half- or full-page ad in the April issue. See sidebar to learn more about this special technology advertising opportunity.

Email Blast Program. Email blast to Catholic school principals and teachers with your 1/3-page or larger ad in the August/September issue. Includes product image, 25-word description and a link to your site.

Direct Mail Lists. Receive 1,000 names from the *Today's Catholic Teacher* subscriber list which includes both decision makers (principals) and influencers (teachers) with your 1/3-page or larger ad in the October issue. Use them to target a specific region, test an offer, or simply as an add-on to a larger list order.

Products & Services That Work. Get equal, adjacent advertorial space with your half- or full-page ad in the November/December issue. See sidebar to learn more about this special advertising opportunity.

ADVERTORIAL OPPORTUNITIES

Launch a new product or present an overview of your company!

Get equal advertorial space adjacent to your half- or full-page ad when you advertise in these special sections.

Products & Services That Work— Nov./Dec.

Help principals and teachers achieve their school and classroom goals in this special section highlighting your products.

The Fundraising Guide for Catholic Schools—March

Highlight *your* fundraising program in this special section. Advertisers are eligible to include a product sample and literature in the *Opportunity Knocks Box*. See next page for more details.

Tech 411—April

Showcase *your* technology products for Catholic schools in this special section featuring what's new in technology.

We'll distribute your ad/advertorial to 50,000 subscribers. Plus:

- Top 500 Catholic school principals receive your ad/advertorial emailed to them.
- Your advertorial section featured on **todayscatholicteacher.com** with a direct link to your product's site.
- 100 free reprints for use as sales or conference literature.

NCEA FLASH DRIVE

When you place a full- or half-page ad in the April issue of *Today's Catholic Teacher* your material will be included on the *Today's Catholic Teacher* flash drive, handed out to 2,500 attendees at the 2011 National Catholic Educational Association Convention.

