

Editorial Calendar**

eSchool News features the top school technology news stories, expert columns, best practices, and special reports. Consult the editorial schedule below, then contact one of our account representatives for assistance in developing a program best suited to your promotional objectives and budget.

ISSUE	HIGHLIGHTS	BONUS DISTRIBUTION
January 2010 Space Reservation: Nov. 6, 2009 Materials Deadline: Nov. 13, 2009	eSN Bound-in Advertising Supplement Money Matters: Full-size, Type-A magazine bound into the January issue of eSchool News, focusing on cost-containment, savvy purchasing, leveraging federal stimulus funding, and other grants & funding sources. Includes YOUR own story: "Advertisers' Solutions: How Efficient and Cost-Effective Products Enrich Learning and Preserve Scarce Resources."	(Exhibit Hall Only) Florida Educational Technology Conference (FETC), Jan. 12-15, Orlando
Space Reservation: Dec. 2, 2009 Materials Deadline: Dec. 9, 2009	eSN Special Emphasis: <u>Wireless Technologies:</u> The latest developments in Wi-Fi, WiMAX, microwave technologies, mesh networking, wireless security, and more. eSN Special Feature: <u>Student Information Systems, Autism Strategies</u> Curriculum Spotlight*: <u>ESL & Technology</u>	
February 2010 Space Reservation: Jan. 6, 2010 Materials Deadline: Jan. 13, 2010	eSN Special Emphasis: <u>Assessment:</u> Computer-based testing solutions; computer adaptive testing; diagnostic and formative assessment; Response to Intervention; and more. eSN Special Features: 10th Annual "Tech-Savvy Superintendent Awards": National recognition for the nation's most technologically savvy school district chief executives from coast to coast. <u>Collaborative Learning</u> Curriculum Spotlight*: <u>Graphic Arts & Technology</u>	DOUBLE Bonus Distribution: (Door Drop, Attendee Registration Packets & Exhibit Hall) Texas Computer Education Association (TCEA) Convention, Feb. 8-12, Austin (Door Drop & Exhibit Hall) American Association of School Administrators (AASA), Feb. 11-13, Phoenix
March 2010 Space Reservation: Feb. 3, 2010 Materials Deadline: Feb. 10, 2010	eSN Special Emphasis: <u>21st-Century Skills:</u> How savvy educators are using technology to foster the skills needed by today's employers, such as problem solving, critical thinking, communication, and collaboration. eSN Special Feature: <u>Differentiated Instruction</u> Curriculum Spotlight*: <u>Science & Technology</u>	DOUBLE Bonus Distribution: (Attendee Registration Packets & Exhibit Hall) Consortium for School Networking (CoSN), Feb. 28 - March 2, Washington, D.C. (Door Drop, as permitted by NSTA) National Science Teachers Association (NSTA) Annual Conference, March 18-21, Philadelphia
April 2010 Space Reservation: March 3, 2010 Materials Deadline: March 10, 2010	eSN Special Emphasis: <u>School Video Use:</u> Instructional and streaming video services; media capturing, archiving, and distribution systems; video production tools; and more. eSN Special Features: <u>Interactive Whiteboards</u> <u>One-to-One Computing</u> Curriculum Spotlight*: <u>Math & Technology</u>	(Door Drop, as permitted by NCTM) National Council of Teachers of Mathematics (NCTM) Annual Conference, April 21-24, San Diego
May 2010 Space Reservation: April 7, 2010 Materials Deadline: April 14, 2010	eSN Special Emphasis: <u>Online Learning:</u> Virtual-school programs, online courseware, learning management systems, video conferencing systems, and more. eSN Special Features: <u>Printing & Imaging Solutions</u> <u>Cloud Computing</u> Curriculum Spotlight*: <u>Health & Technology</u>	State & Regional Conferences & Seminars
June 2010 Space Reservation: May 5, 2010 Materials Deadline: May 12, 2010	eSN Special Emphasis: <u>Open Technologies:</u> Open-source software applications for both instruction and administration, open courseware projects, and more. eSN Special Feature: <u>Projectors & Presentation Tools</u> Curriculum Spotlight*: <u>Foreign Languages & Technology</u>	DOUBLE Bonus Distribution: (Door Drop, as permitted by InfoComm, & Exhibit Hall) InfoComm 2010, June 9-11, Las Vegas (Door Drop, as permitted by ISTE, & Exhibit Hall) International Society for Technology in Education (ISTE), June 27-30, Denver

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July 2010 Space Reservation: June 2, 2010 Materials Deadline: June 9, 2010	eSN Special Emphasis: <u>“Green” Computing</u> : New developments in energy-efficient and environmentally friendly school technologies. eSN Special Features: <u>Professional Development</u> <u>Emerging Technologies</u> Curriculum Spotlight*: <u>Reading & Technology</u>	State & Regional Conferences & Seminars
August 2010 Space Reservation: July 7, 2010 Materials Deadline: July 14, 2010	eSN Special Emphasis: <u>Data Management</u> : Data tracking, analysis, and reporting tools; student and school information systems; data-driven decision making; and more. eSN Special Features: <u>Accessible & Assistive Technologies</u> <u>Software Virtualization</u> Curriculum Spotlight*: <u>Writing & Technology</u>	State & Regional Conferences & Seminars
September 2010 Space Reservation: Aug. 4, 2010 Materials Deadline: Aug. 11, 2010	eSN Special Emphasis: <u>School IT Support</u> : Help-desk software, asset management software, remote access and monitoring tools, software distribution systems, and more. eSN Special Features: <u>Food-Service Systems</u> <u>Transportation Systems</u> <u>Back to School Issue</u> Curriculum Spotlight*: <u>Sports, Physical Education & Technology</u>	(Door Drop, as permitted by ASBO) Association of School Business Officials International (ASBO) Annual Conference, Sept. 24-27, Orlando
October 2010 Space Reservation: Sept. 8, 2010 Materials Deadline: Sept. 15, 2010	eSN Special Emphasis: Spotlight on School Safety: A report on school safety and security trends and technologies, culled from eSN Online’s SAFE (School Actions for Emergencies) Center. eSN Special Feature: <u>School Media Centers</u> Curriculum Spotlight*: <u>Music & Technology</u>	(Door Drop, as permitted by NSBA, & Exhibit Hall) National School Boards Association’s T+L Conference, Oct. 11-14, Phoenix
November/ December 2010 Space Reservation: Oct. 13, 2010 Materials Deadline: Oct. 20, 2010	eSN Special Emphasis: <u>Network Administration & Infrastructure</u> : Network operating systems; bandwidth management tools; network and desktop security software; filtering and firewalls; wiring, cabling, routers, switches, and web servers; telephony and telecommunications systems; voice-over-IP solutions; and more. eSN Special Feature: 8th Annual “e-Rate Survival Guide” Curriculum Spotlight*: <u>History, Geography & Technology</u>	State & Regional Conferences & Seminars

*One-page features examining the use of technology to help students excel in these curriculum areas

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Featured in eSchool News...

News Reporting: Critically acclaimed coverage of current events in school technology.

Best Practices: Educational technology success stories from schools around the nation.

Grants & Funding: Strategies for finding and securing school technology funds—plus, news of grants offered and awarded.

State Tech Perspectives: News, views, and analyses from state officials in the vanguard of educational technology.

Stakeholder & Community Relations: Award-winning columnist Nora Carr, nationally recognized for her work in educational communications and marketing, offers her advice.

Security Checkpoint: News and trends in school and network safety and security.

Education in Focus: Your guide to the shifting landscape of visual learning.

Viewpoint: Opinions from the nation’s leading educators and school technology analysts.

NetWatch: The month’s very best web sites for teaching, learning, and leading.

Success at the Top: Stories of America’s most successful superintendents.

Default Lines: Unconventional wisdom on school technology, from the editor of eSchool News.

K-20 Technology Solutions Center Marketplace: Display classified “Smart Start” advertising gives start-ups and small firms a presence in print to establish their brands with ed-tech buyers.

eSN Online Update: Highlights of what’s coming soon to education’s No. 1 web site: eSchool News Online (<http://www.eschoolnews.com>).

Product Spotlight: The month’s best picks for new technology products.

Prime-Time Product Preview: Info on product launches and upgrades exclusively from advertisers running in the current issue.

eSchool Partners: Key organizations and leading companies supporting the eSchool movement.



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