



2008 Advertising Planner

eSchool News features the top school technology news stories, expert columns, best practices, and special reports. And each month, our elite K-20 decision makers—**your best sales prospects**—meticulously review this key information to help them evaluate and purchase technology products and services for their schools. Consult the editorial schedule below, then contact one of our knowledgeable account representatives for assistance in developing a program best suited to your promotional objectives and budget.

2008 EDITORIAL CALENDAR**

ISSUE	HIGHLIGHTS	BONUS DISTRIBUTION
January 2008 Space Reservation: November 28, 2007 Materials Deadline: December 5, 2007	Special Report: "Green" Schools: Tips, trends, and new technologies for making school buildings and infrastructures energy-efficient. Special Features: SAFE Schools Update: A quarterly report on school safety and security trends and technologies, culled from eSN Online's SAFE (School Actions for Emergencies) Center. Software as a Service (SaaS) Curriculum Spotlight*: Music & Technology	(Door Drop & Exhibit Hall) Florida Educational Technology Conference (FETC), Jan. 22-25, Orlando
February 2008 Space Reservation: January 2, 2008 Materials Deadline: January 9, 2008	Special Report: Assessment & Data Management: Data tracking, analysis, and reporting tools; computer-based testing solutions; diagnostic assessment software; and more. Special Feature: 8th Annual "Tech-Savvy Superintendent Awards": National recognition for the nation's most technologically knowledgeable chief executives in school districts from coast to coast. Curriculum Spotlight*: Vocational Education & Technology	DOUBLE Bonus Distribution: (Door Drop & Exhibit Hall) Texas Computer Education Association (TCEA) 28th Annual Convention & Exposition, Feb. 4-8, Austin (Door Drop & Exhibit Hall) American Association of School Administrators (AASA) Annual Conference, Feb. 14-17, Tampa, Fla.
March 2008 Space Reservation: February 6, 2008 Materials Deadline: February 13, 2008	Special Report: Enterprise Resource Planning (ERP) Software: HR, payroll, and financial management systems; school and class-scheduling software; project planning and management software; student information, health, and data-management systems; and more. Special Feature: Open Technologies in Education Curriculum Spotlight*: Math & Technology	(All-Attendee Registration Packet Distribution & Exhibit Hall) Consortium for School Networking (CoSN) K-12 School Networking Conference, March 10-11, Arlington, Va.
April 2008 Space Reservation: March 5, 2008 Materials Deadline: March 12, 2008	Special Report: Computers & Peripherals: Desktop computers, network computers, laptops, handhelds, monitors, keyboards, video cards, external drives, and more. Special Features: SAFE Schools Update: A quarterly report on school safety and security trends and technologies, culled from eSN Online's SAFE (School Actions for Emergencies) Center. Printing & Imaging Solutions Curriculum Spotlight*: Science & Technology	State & Regional Conferences & Seminars
May 2008 Space Reservation: April 2, 2008 Materials Deadline: April 9, 2008	Special Report: Network Administration: Network operating systems, remote access and monitoring tools, bandwidth management tools, software distribution systems, network and desktop security software, and more. Special Features: Readers' Choice Awards: Multimedia Creation Tools One-to-One Computing Curriculum Spotlight*: Reading, Writing & Technology	State & Regional Conferences & Seminars
June 2008 Space Reservation: April 30, 2008 Materials Deadline: May 7, 2008	Special Report: Wireless Technologies: Wireless access points, network interface cards, radio-frequency technologies, infrared technologies, microwave technologies, and more. Special Feature: Focus on Projectors & Presentation Tools Curriculum Spotlight*: Foreign Languages, English as a Second Language & Technology	(Door Drop & Exhibit Hall) National Educational Computing Conference (NECC), June 29-July 2, San Antonio

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

**Editorial schedules are subject to change without notice.

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July 2008 Space Reservation: June 4, 2008 Materials Deadline: June 11, 2008	Special Report: Virtual Schooling: Virtual-school programs, online courseware, learning management systems, videoconferencing systems, video recording and distribution systems, and more. Special Features: SAFE Schools Update: A quarterly report on school safety and security trends and technologies, culled from eSN Online's SAFE (School Actions for Emergencies) Center. Spotlight on Servers & Storage Solutions Curriculum Spotlight*: Health & Technology	State & Regional Conferences & Seminars
August 2008 Space Reservation: July 2, 2008 Materials Deadline: July 9, 2008	Special Report: Accessible & Assistive Technologies: Voice-recognition software, text-to-speech software, smart pointing devices, closed-captioning and video description software, TTY and TDD systems, audio books, and more. Special Features: Readers' Choice Awards: Digital Reference Tools Emerging Technologies in Education Curriculum Spotlight*: Geography, GIS & Technology	State & Regional Conferences & Seminars
September 2008 Space Reservation: August 6, 2008 Materials Deadline: August 13, 2008	Special Report: Professional Development: Strategies and solutions for delivering just-in-time training to teachers and administrators. Special Features: Test Prep & Supplemental Educational Services (SES) Customer Relations Management (CRM) Software, Back to School Issue Curriculum Spotlight*: Sports, Physical Education & Technology	State & Regional Conferences & Seminars
October 2008 Space Reservation: September 3, 2008 Materials Deadline: September 10, 2008	Special Report: School Media Centers: Library automation software, digitized card catalogs, online reference databases, centralized media storage and distribution systems, and more. Special Feature: SAFE Schools Update: A quarterly report on school safety and security trends and technologies, culled from eSN Online's SAFE (School Actions for Emergencies) Center. Election 2008 Coverage: The presidential candidates lay out their vision for educational technology. Curriculum Spotlight*: Visual/Graphic Arts & Technology	(Door Drop & Exhibit Hall) National School Boards Association's T+L ² Conference, Date & Location TBD
November/ December 2008 Space Reservation: October 1, 2008 Materials Deadline: October 8, 2008	Special Report: Connectivity: Local- and wide-area network infrastructure: wiring, cabling, routers, switches, and web servers; internet service providers; voice-over-IP solutions; telephony and telecommunications systems; and more. Special Features: Readers' Choice Awards: Student Information Systems 6th Annual "eRate Survival Guide" Curriculum Spotlight*: Social Studies & Technology	State & Regional Conferences & Seminars

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- **News Reporting:** Critically acclaimed coverage of current events in school technology.
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- **Grants & Funding:** Strategies for finding and securing school technology funds—plus, news of grants offered and awarded.
- **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 physical and IT safety and security.
- **Education in Focus:** Clarification for the shifting landscape of visual learning.
- **Viewpoint:** Opinions from the nation's leading educators and school technology analysts.
- **State Tech Perspectives:** News, views, and analyses from state officials in the vanguard of educational technology.
- **NetWatch:** Introducing the best web sites for teaching, learning, and leading.
- **Success at the Top:** Stories of America's most successful superintendents.
- **Default Lines:** Unconventional wisdom on education and technology, from Editor & Publisher Gregg W. Downey.
- **eSN Online Update:** Highlights of what's coming soon to education's No. 1 web site: eSchool News Online www.eschoolnews.com.
- **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.
- **Product Spotlight:** The month's best picks for new technology products.
- **Prime-Time Product Preview:** Sponsored products and services exclusively from eSN advertising partners.
- **eSchool Partners:** Key organizations and leading companies supporting the eSchool movement.

eSCHOOL NEWS is dedicated to providing K-20 decision makers with the best information available to evaluate and purchase the technology necessary to achieve educational goals.

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