

TEACHING TODAY™



WISCONSIN EDITION

MEDIA KIT

2009–2010 SCHOOL YEAR

Teaching Today is your Wisconsin Education Connection

Where can Wisconsin administrators, principals and educators find out about resources that give them an opportunity to know more about programs/products that will help them professionally as well as personally?

Through **Teaching Today™**

We reach over 50,000 K–12 educational professionals and Wisconsin CESAs who currently receive our paper.

We have built a solid reputation through the past 11 years of providing the resources and communication that our readers want to read.

Our audience is actively involved in the paper—the paper is filled monthly with articles submitted by educators/administrators across the state. The schools also use the paper to promote their school's programs that have been featured to their community.

Teaching Today™ is directly distributed to them at no cost.



You Receive

- A no cost link on the home page of the *Teaching Today™* website with a year's contract.
- You gain from our 11 years experience publishing *Teaching Today™* for Wisconsin K–12 educators and administrators.
- Your ad will get noticed with a 40% advertising ratio to article content
- Receive 20% off your first ad.
- Complimentary ad design by one of our professional designers.
- Double your ad space with free editorial copy with ad contract.
- Additional 15% discount with a 10 month contract.
- Repeated exposure throughout the month—the newest issue of *Teaching Today™* appears in it's entirety on our home page.

Circulation

- Over 200 Wisconsin K–12 school districts plus 12 CESA's receive *Teaching Today™* monthly.
- Additional distribution is broken up between the following: private schools, universities, technical colleges and libraries.

Printing

- *Teaching Today™* is printed 10 months of the year, August thru May.
- Newspaper is created monthly by professional designers.
- *Teaching Today™* is printed on approximately the 10th of each month.
- Offers you four convenient sizes in B&W or full color.
- Twenty-four page newspaper with 16 pages of full color.

po box 1704
eau Claire, wisconsin 54702

PH/FX 715 839 7074

CELL 715 456 5886

EM sales@teachingtodaywi.com

d i s t r i b u t i o n

NORTHWEST REGION

Abbotsford School District
Altoona School District
Amery School District
Augusta School District
Baldwin-Woodville School District
Barron. Area School District
Birchwood School District
Black River Falls School District
Bloomer School District
Boyceville School District
Bruce School District
Cadott Community School District
Cameron School District
Chetek School District
Chippewa Falls Area School District
Clayton School District
Clear Lake School District
Colby School District
Colfax School District
Cornell School District
Cumberland School District
Durand School District
Eau Claire School District
Elk Mound School District
Ellsworth School District
Elmwood School District
Fall Creek School District
Flambeau School District
Frederic School District
Gilman School District
Glenwood City School District
Granton Area School District
Grantsburg School District
Greenwood School District
Hayward Community School District
Hudson School District
Jim Falls School District
Ladysmith-Hawkins School District
Lake Holcombe School District
Loyal School District
Luck School District
Medford Area School District
Menomonie School District
Mondovi School District
Neillsville School District
New Auburn District
New Richmond School District
Osceola School District
Owen-Withee School District
Pepin School District
Plum City School District
Prairie Farm School District

Prescott School District
Rice Lake School District
River Falls School District
St. Croix Central School District
St. Croix Falls School District
Shell Lake School District
Siren School District
Somerset School District
Spooner School District
Spring Valley School District
Stanley-Boyd Area School district
Superior School District
Thorp School District
Turtle Lake School District
Unity School District
Webster School District
Weyerhauser School District

NORTHEAST REGION

Antigo School District
Appleton School District
Ashwaubenon School District
Clintonville School District
DC Everest School District
Fond du Lac School District
Green Bay School District
Howard-Suamico District
Kaukauna Area School District
Kimberly Area School District
Manitowoc School District
Marinette School District
Menasha School District
Merrill School District
Neenah School District
Northland School District
Oshkosh School District
Pulaski School District
Rhineland School District
Sheboygan School District
Spencer School District
Stevens Point Area School District
Waupun School District
Wausau School District
West De Pere School District

SOUTHWEST REGION

Adams-Friendship School District
Baraboo School District
Beloit School District
Belot Turner School District
Clinton School District
DeForest School District

Eleva-Strum School District
Gilmantown School District
Holmen School District
Janesville School District
LaCrosse School District
Marshfield School District
Madison Metropolitan School District
Middleton-Cross Plains School District
Milton School District
Monona Grove School District
Monroe School District
Monticello School District
Onalaska School District
Oregon School District
Osseo-Fairchild School District
River Valley School District
Sparta Area School District
Verona School District
Viroqua School District
Wisconsin Dells School District
Wisconsin Heights School District
Wisconsin Rapids School District

SOUTHEAST REGION

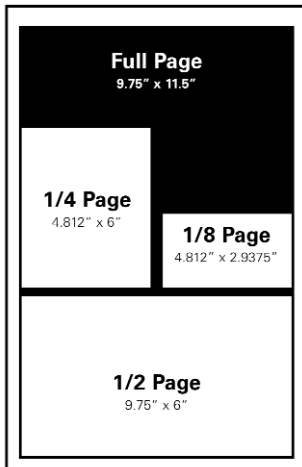
Beaver Dam School District
Brown Deer School District
Burlington School District
Cedarburg School District
Delavan-Darien School District
East Troy Community School District
Elmbrook School District
Franklin School District
Fort Atkinson School District
Greendale School District
Greenfield School District
Jefferson School District
Kenosha School District
Lake Mills School District
Menomonee Falls School District
Mequon-Thiensville School District
Milwaukee School District
Mukwonago School District
New Berlin School District
Oak Creek-Franklin School District
Oconomowoc School District
Pewaukee School District
Portage School District
Racine School District
Richmond School District
Watertown School District
Waukesha School District
Wauwatosa School District
West Allis of Milwaukee School District

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advertising rates

Advertisements are available on a month-to-month basis or by contract. Teaching Today reaches over 50,000 readers monthly,

In appreciation of our advertisers who utilize a 5 or 10-month contract, we will include at no additional charge, a 1.5" x 1.5" (108 x 108 pixels) ad on our website, www.teachingtodaywi.com. The web ad will run the entire length of the print ad contract. We thank you for your support of Teaching Today.



monthly rates

Size	Measurements	Price
Back page	9.75" x 11"	\$2,420.00
Full page	9.75" x 11"	\$1,967.00
1/2 page	9.75" x 5.5"	\$1,230.00
1/4 page	4.812" x 5.5"	\$769.00
1/8 page	4.812" x 2.75"	\$483.00

5-month contract rates (a 10% savings)*

Size	Per Month Rate	Total Savings
Back page	\$2,178.00	\$1,210.00
Full page	\$1,770.30	\$983.00
1/2 page	\$1,107.00	\$615.00
1/4 page	\$692.10	\$384.50
1/8 page	\$434.70	\$241.50

10-month contract rates (a 15% savings)*

Size	Per Month Rate	Total Savings
Back page	\$2,057.00	\$3,630.00
Full page	\$1,671.95	\$2,950.50
1/2 page	\$1,045.50	\$1,840.50
1/4 page	\$653.65	\$1,153.50
1/8 page	\$410.55	\$724.50

All sizes are listed width x height.

color

Full color: add \$300 per ad. Full color space is limited and contingent on availability. Please call for more information.

*not-for-profit organizations receive a 15% discount on monthly rates.

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the website



Your logo and a link to your website prominently displayed on the front page of teachingtodaywi.com

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FREE with a 1-year contract for an ad in the print edition of *Teaching Today*
 (Regular cost: \$125.00 per month for 10 months)