

School Year 2010-2011

Print, Online, & Event Opportunities

EDUCATION WEEK

Education Week, the most respected voice in education journalism for almost 30 years, offers extensive print, online, e-Newsletter and webinar opportunities that are sure to deliver your 2011 school year district targets and align with your marketing plan. Rely on the Education Week family for all your branding, thought-leadership, direct response, and lead generation needs. **See back for details on special reports and sponsorships.**

Issue Month	Issue Date	Reservations Due	Materials Due	Special Report & Tradeshow Bonus Distribution	Webinars, Live Events, & Online Sponsorships	e-Newsletters
AUG - OCT	8/11	7/28	7/30			
	8/25	8/11	8/13	Fall Calendar of Events (COE reservations due 8/4; materials due 8/6)		
	9/1	8/18	8/20			
	9/15	9/1	9/3			
	9/22	9/8	9/10	<i>Special Report: E-Learning: An In-Depth Look at E-Educators</i> (Special Report reservations due 8/30; materials due 9/1)	E-Learning and E-Educators (Webinar)	EdWeek Update ¹ Curriculum Matters ² Teacher Update ³ Career Coach ⁴ Digital Directions Technology Update ⁵ HR EdVantage ⁶
	9/29	9/15	9/17			
	10/6	9/22	9/24		* EWLF October 5 — Washington, DC * EWLF October 8 — Greater Boston Area	
	10/13	9/29	10/1	* AASPA		
	10/20	10/6	10/8			
10/27	10/13	10/15				
NOV - JAN	11/3	10/20	10/22	* NMSA		
	11/10	10/27	10/29	<i>Special Report: Professional Development: The Impact of Teacher Effectiveness on Student Achievement</i> (Special Report reservations due 10/18; materials due 10/20)	Professional Development & Teacher Effectiveness (Webinar)	
	11/17	11/3	11/5	* NCTE		EdWeek Update ¹ Curriculum Matters ² Teacher Update ³ Career Coach ⁴ Digital Directions Technology Update ⁵ HR EdVantage ⁶
	12/1	11/17	11/19	* NSDC		
	12/8	11/24	11/29			
	1/12/11	12/29/10	12/31/10	<i>Special Report: E-Learning: Online Courses & Curriculum Development</i> (Special Report reservations due 12/1; materials due 12/3)	Online Courses & Curriculum Development (Webinar)	
	1/13	11/23	11/29	Quality Counts 2011 The Economy and Education: Update and Forecast	Quality Counts (Webinar)	
	1/19	1/5	1/7			
1/26	1/12	1/14				
FEB - APR	2/2	1/19	1/21	* TCEA, TITLE I		
	2/9	1/26	1/28	Spring Calendar of Events (COE reservations due 1/19; materials due 1/21)		
	2/23	2/9	2/11	* NASSP		
	3/2	2/16	2/18	<i>Special Report: Response to Intervention (RTI) Across the Curriculum</i> (Special Report reservations due 2/7; materials due 2/9)	RTI Across the Classroom (Webinar)	
	3/9	2/23	2/25	* CoSN		EdWeek Update ¹ Curriculum Matters ² Teacher Update ³ Career Coach ⁴ Digital Directions Technology Update ⁵ HR EdVantage ⁶
	3/16	3/2	3/4	* CoTL, ASCD		
	3/17	2/18	2/21	Technology Counts 2011 Personalized Learning		
	3/30	3/16	3/18			
	4/6	3/23	3/25	* NAESP, NSBA	* EWLF, TBD: Washington, DC * EWLF, TBD: Houston, TX	
	4/27	4/13	4/15	<i>Special Report: "Informal Science": Connecting Outside Enrichment to the Classroom</i> (Special Report reservations due 4/4; materials due 4/6) * IRA	"Informal Science" (Webinar)	
MAY - JUL	5/11	4/27	4/29			
	5/18	5/4	5/6			
	5/25	5/11	5/13			
	6/8	5/25	5/27			EdWeek Update ¹ Curriculum Matters ² Teacher Update ³ Career Coach ⁴ Digital Directions Technology Update ⁵ HR EdVantage ⁶
	6/9	5/4	5/6	Diplomas Count 2011 Annual Report on High School Success	Diplomas Count (Webinar) Diplomas Count Online Sponsorship	
	6/15	6/1	6/3	<i>Special Report: How Multimedia Tools are Transforming Teaching & Learning</i> (Special Report reservations due 5/23; materials due 5/25) * ISTE	Multimedia Tools (Webinar)	
	7/13	6/29	7/1			
	8/10	7/27	7/29			

¹EdWeek Update publishes daily
²Curriculum Matters publishes monthly
³Teacher Update publishes every week

⁴Career Coach publishes monthly
⁵Digital Directions Technology Update publishes every other week
⁶HR EdVantage publishes every other month

For more information:

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E-Learning: An In-Depth Look at E-Educators

Education Week will take an in-depth look at specific success traits for online teachers including: training, certification, evaluations, hybrid models, and funding model best practices.



Education Week Leadership Forum: Fall 2010

Unleashing Technology to Personalize Learning

The Fall 2010 Education Week Leadership Forums will focus on discussing key strategies and vital tools for customizing students' educational paths, assessments to improve student achievement, and examining engaging and powerful tools for individualizing education.



Professional Development: The Impact of Teacher Effectiveness on Student Achievement

This special report will focus on the policy push to improve teacher effectiveness in raising student achievement and the implications for professional development. This report will include a look at new big picture approaches to professional development aimed at raising student achievement.



E-Learning: Online Courses and Curriculum Development

Education Week will examine the major online course providers and the detail of those programs, addressing the benefits and drawbacks as well as an assessment of the plans for future growth potential. The report would also delve into how state and local officials work with these organizations and examine the growing trend of online courses provided by universities.



Quality Counts 2011: The Economy and Education—Update and Forecast

(includes Online Sponsorship opportunity)

Our influential annual report will be an examination of the structural changes to programs. An on-the-ground report of case studies and state focused ratings.



Response to Intervention (RTI) Across the Curriculum

Education Week will provide a broad analysis of response to intervention models and the usability across all curricula.



Technology Counts 2011: Personalized Learning

(includes Online Sponsorship opportunity)

Technology Counts will explore the latest technology tools for the classroom as it relates to easing the challenges of differentiating instruction more creatively and effectively for the vastly different skills and learning styles of today's students.



“Informal Science”: Connecting Outside Enrichment to the Classroom

Education Week will explore a variety of different “informal” programs in this special report that enrich students outside of the classroom. The report will examine museum programs, science competitions (including robotics), the use of multimedia curricula, and much more.



Diplomas Count 2011: Annual Report on High School Success

(includes Online Sponsorship opportunity)

Diplomas Count annual report will bring original and authoritative research that centers on graduation by numbers and the nation's national drop out crisis.



How Multimedia Tools Are Transforming Teaching and Learning

A classroom oriented report that will examine how multimedia tools are changing the way teachers teach and students learn. This report will take on a unique approach from the vantage point of frontline educators.



Education Week Leadership Forum: Spring 2010

TBD