

*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 2012 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	8/24	8/10	8/12	<b>EdWeek Special Report: E-Learning for Special Populations</b> (special report reservations due 8/1; materials due 8/3)  EdWeek Fall Calendar of Events	E-Learning for Special Populations (Webinar)	EdWeek Update <sup>1</sup> Curriculum Matters <sup>2</sup> Teacher Update <sup>3</sup> Career Coach <sup>4</sup> Digital Directions Technology Update <sup>5</sup> HR EdVantage <sup>6</sup>
	8/31	8/17	8/19		Deeper Learning - Common Standards (Webinar)	
	9/14	8/31	9/2			
	9/21	9/7	9/9		Economic Stimulus (Webinar)	
	9/28	9/14	9/16			
	10/5	9/21	9/23			
	10/12	9/28	9/30		<b>* EWLF - Boosting Student Achievement with Education Technology; 10/4/11 - Philadelphia &amp; 10/7/11 in Chicago</b>	
	10/19	10/5	10/7			
	10/26	10/12	10/14	<b>EdWeek Special Report: Professional Development and E-Learning</b> (special report reservations due: 10/3; materials due 10/5)	Professional Development and E-Learning (Webinar)	
NOV – JAN	11/2	10/19	10/21	* NMSA	Human Capital Development (Webinar)	EdWeek Update <sup>1</sup> Curriculum Matters <sup>2</sup> Teacher Update <sup>3</sup> Career Coach <sup>4</sup> Digital Directions Technology Update <sup>5</sup> HR EdVantage <sup>6</sup>
	11/9	10/26	10/28		Deeper Learning - Data-Driven Instruction (Webinar)	
	11/16	11/2	11/4	<b>EdWeek Special Report: Model District-Teacher Partnerships</b> (special report reservations due: 10/24; materials due 10/26) * Learning Forward	Model District-Teacher Partnerships (Webinar)	
	12/7	11/23	11/28		Deeper Learning - Teacher Preparation	
	12/14	11/30	12/2		Leadership (Webinar)	
	1/11/12	12/28/11	12/30/11			
	1/12	11/22	11/28	<b>EdWeek Annual Report: Quality Counts 2012: U.S. Education in a Competitive World</b>	Quality Counts 2012 (Webinar)	
	1/18	1/4	1/6		STEM Education (Webinar)	
	1/25	1/11	1/13			
FEB – APR	2/1	1/18	1/20	<b>EdWeek Special Report: Global Lessons in E-Learning</b> (special report reservations due 1/4; materials due 1/6) * TCEA	Global Lessons in E-Learning (Webinar)	EdWeek Update <sup>1</sup> Curriculum Matters <sup>2</sup> Teacher Update <sup>3</sup> Career Coach <sup>4</sup> Digital Directions Technology Update <sup>5</sup> HR EdVantage <sup>6</sup>
	2/8	1/25	1/27		EdWeek Spring Calendar of Events	
	2/22	2/8	2/10			
	2/29	2/15	2/17	* NASSP		
	3/7	2/22	2/24	<b>EdWeek Special Report: K-12 Innovation and the Business of Education</b> (special report reservations due 2/13; materials due 2/15)	K-12 Innovation and the Business of Education (Webinar)	
	3/14	2/29	3/2			
	3/15	2/7	2/10	<b>EdWeek Annual Report: Technology Counts 2012: State-Sponsored Virtual Schools</b> * NAESP, ASCD, CoTL	Technology Counts 2012 (Webinar)	
	3/28	3/14	3/16			
	4/4	3/21	3/23			
4/18	4/4	4/6		<b>* Education Week Leadership Forums Spring 2012</b>		
	4/25	4/11	4/13	<b>EdWeek Special Report: Math, English, and the New Common Standards</b> (special report reservations due 4/2; materials due 4/4) * IRA	Math, English, and the New Common Standards (Webinar)	
MAY – JUL	5/9	4/25	4/27			EdWeek Update <sup>1</sup> Curriculum Matters <sup>2</sup> Teacher Update <sup>3</sup> Career Coach <sup>4</sup> Digital Directions Technology Update <sup>5</sup> HR EdVantage <sup>6</sup>
	5/16	5/2	5/4			
	5/23	5/9	5/11			
	6/6	5/23	5/25			
	6/7	5/2	5/4	<b>EdWeek Annual Report: Diplomas Count 2012: High School Progress Report</b>	Diplomas Count 2012 (Webinar)	
	6/13	5/30	6/1	* ISTE		
	7/18	7/6	7/10			
AUG	8/8	7/25	7/27			
	8/22	8/8	8/10			

<sup>1</sup>EdWeek Update publishes daily  
<sup>2</sup>Curriculum Matters publishes monthly  
<sup>3</sup>Teacher Update publishes every week

\*Career Coach publishes monthly  
<sup>4</sup>Digital Directions Technology Update publishes every other week  
<sup>5</sup>HR EdVantage publishes every other month

### For more information:

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### E-Learning for Special Populations

(includes Online Sponsorship opportunities)

A look at how virtual education is serving the needs of students with learning disabilities, English-language learners, disadvantaged students, and children in isolated rural areas. This report will explore customization of online courses and the wide range of technologies to help them take full advantage of e-learning's promise.



### Education Week Leadership Forums: Fall 2011

**Boosting Student Achievement with Education Technology** - October 4, 2011 in Philadelphia and October 7, 2011 in Chicago.



### Professional Development and e-Learning

(includes Online Sponsorship opportunities)

E-Learning is changing the nature and delivery of PD for teachers and administrators. This report will delve into the growth of online PD coursetaking, the kinds of professional development offered by the ed-tech sector, social media for collaboration, and the evolution of e-learning in schools of education.



### Model District-Teacher Partnerships

(includes Online Sponsorship opportunities)

Using real-world examples from around the country, this report will examine how cooperation can replace conflict in the drive to improve schools and boost student achievement. This special report will also highlight those forward-thinking school districts and their innovative strategies for collaboration.



### Quality Counts 2012: U.S. Education in a Competitive World

(includes Online Sponsorship opportunities)

*Education Week's* must-read annual report takes an in-depth look at how the U.S. stacks up against the world's education systems in critical areas such as: student achievement, academic standards, teacher quality, and college and career-readiness.



### Global Lessons in e-Learning

(includes Online Sponsorship opportunities)

This report will explore what the U.S. can learn from how other countries are using virtual education, with specific examples from Britain and other countries where online coursetaking is used successfully.



### K-12 Innovation and the Business of Education

(includes Online Sponsorship opportunities)

"Innovation" is the word animating a growing movement that encompasses new strategies, policies, products, and services to transform student learning. This report will closely examine such topics such as new forms for education, the digital revolution, and the new world of education entrepreneurship.



### Technology Counts 2012: State-Sponsored Virtual Schools

(includes Online Sponsorship opportunities)

The growth, design, and impact of these schools are the focus of this year's report, which will look at their increasing roles in school districts' hybrid or "blended" learning programs. This report will also examine the broader effects of virtual education on teaching and learning.



### Math, English, and the New Common Standards

(includes Online Sponsorship opportunities)

As common-core standards and assessments in English and math move forward, districts must tackle the complex job of finding the best curriculum materials and training teachers effectively against the new guidelines. This report will map out the fast-changing landscape of curriculum and assessment in the common-core era.



### Diplomas Count 2012: High School Progress Report

(includes Online Sponsorship opportunities)

*Education Week's* respected report on graduation trends combines original and authoritative research with compelling explorations of vital issues in and beyond high school education.



### Education Week Leadership Forum: Spring 2012

Details to follow.