

* DISPLAY ADVERTISING RATES

	1x	8x	12x	18x	24x	30x	36x	40x
BLACK & WHITE								
Full Page	\$9,585	\$9,000	\$8,810	\$8,615	\$8,380	\$8,140	\$7,755	\$7,380
4/5 Page	\$8,505	\$8,000	\$7,830	\$7,660	\$7,445	\$7,230	\$6,895	\$6,555
Junior Page	\$7,325	\$6,890	\$6,745	\$6,590	\$6,420	\$6,235	\$5,935	\$5,640
3/5 Page	\$6,560	\$6,165	\$6,035	\$5,905	\$5,740	\$5,585	\$5,320	\$5,060
1/2 Page	\$5,535	\$5,210	\$5,095	\$4,985	\$4,850	\$4,705	\$4,485	\$4,260
2/5 Page	\$4,475	\$4,205	\$4,120	\$4,030	\$3,920	\$3,805	\$3,620	\$3,440
Exec. Column	\$3,225	\$3,035	\$2,970	\$2,910	\$2,825	\$2,750	\$2,620	\$2,490
1/5 Page	\$2,350	\$2,205	\$2,160	\$2,115	\$2,050	\$1,995	\$1,905	\$1,810
1/2 Column	\$1,370	\$1,290	\$1,260	\$1,240	\$1,205	\$1,170	\$1,110	\$1,065
1/4 Column	\$840	\$795	\$775	\$765	\$735	\$715	\$690	\$650

	1x
SPOT COLOR (black + 2nd color)	
Full Page	\$10,655
4/5 Page	\$9,585
Junior Page	\$8,345
3/5 Page	\$7,600
1/2 Page	\$6,555
2/5 Page	\$5,320
Exec. Column	\$4,190
1/5 Page	\$3,345
1/2 Column	\$2,385
1/4 Column	\$1,880

FOUR COLOR								
Full Page	\$12,490	\$11,740	\$11,490	\$11,240	\$10,935	\$10,625	\$10,120	\$9,620
4/5 Page	\$11,410	\$10,725	\$10,500	\$10,270	\$9,990	\$9,705	\$9,240	\$8,785
Junior Page	\$9,870	\$9,275	\$9,080	\$8,880	\$8,635	\$8,390	\$8,000	\$7,600
3/5 Page	\$9,115	\$8,570	\$8,385	\$8,205	\$7,970	\$7,745	\$7,385	\$7,020
1/2 Page	\$8,065	\$7,585	\$7,420	\$7,265	\$7,060	\$6,860	\$6,540	\$6,215
2/5 Page	\$6,530	\$6,140	\$6,005	\$5,875	\$5,715	\$5,545	\$5,285	\$5,025
Exec. Column	\$5,380	\$5,065	\$4,955	\$4,850	\$4,710	\$4,575	\$4,355	\$4,140
1/5 Page	\$4,550	\$4,275	\$4,190	\$4,095	\$3,975	\$3,865	\$3,690	\$3,505
1/2 Column	\$3,585	\$3,375	\$3,300	\$3,225	\$3,135	\$3,045	\$2,905	\$2,765
1/4 Column	\$3,065	\$2,880	\$2,820	\$2,760	\$2,680	\$2,605	\$2,485	\$2,365

- TERMS**
- Agency Commission: Fifteen percent commission to recognized agencies on advertising paid within 30 days of billing.
 - Nonprofit discounts are available. (Nonprofit rates are net.)
 - All advertising subject to approval by publisher. The word 'advertisement' will be placed on copy which, in the publisher's opinion, may be confused with editorial matter.
 - First-time advertisers must pay in advance to establish credit.

* PRINT OPPORTUNITIES

Annual Reports:

Education Week publishes three highly-regarded annual reports: *Quality Counts*, *Technology Counts* and *Diplomas Count*.

- The *Quality Counts* annual report is the most comprehensive analysis of state efforts to improve public education. America's leading K-12 educators read *Quality Counts* cover-to-cover. The deadline for advertising in *Quality Counts 2007* is October 25, 2006.
- The *Technology Counts* annual report provides state-by-state data on access, capacity and deployment of technology in America's public schools. The deadline for advertising in *Technology Counts 2007* is February 7, 2007.
- The *Diplomas Count* annual report is an extensive examination of policies and trends related to graduation reporting and accountability requirements across all 50 states. The deadline for advertising in *Diplomas Count 2007* is April 25, 2007.

Inserts:

Advertiser- and publisher-supplied bound inserts and reply cards are accepted. Call for rates and requirements.

Combination Rate:

Ads of any size appearing in *Education Week* or *Teacher Magazine* will count toward a combined frequency rate for both publications. Four- and six-time frequency rates apply to *Teacher Magazine* only.

Readership and Circulation:

- Total Average PAID Circulation: 49,877
As filed with Audit Bureau of Circulations for six months ending December 31, 2005.
- Subscription Rate: \$79.94 for one year (45 issues)
- Audience: 200,000+ readers per week
PLUS: Bonus copies distributed to educators at key conventions

* ONLINE OPPORTUNITIES

edweek.org

edweek.org, the nation's premier education website, now has more ways than ever for ed marketers to reach all levels of the K-12 market. Featuring a comprehensive range of online marketing solutions, edweek.org offers unparalleled engagement with district administrators, teachers, government officials and many other influential ed-purchasers that depend on our content every day. With nearly 1.3 million page views per month, edweek.org delivers quality and quantity.

E-newsletters

Place your message in one or more of our 11 unique, content-rich e-newsletters and connect with a targeted, captivated, 100% opt-in audience.

Banner Ads/Sponsorships

From nationally renowned annual reports, to interactive online chats, to specific web content areas, banner ads and sponsorships give advertisers the exceptional opportunity to engage our entire online audience or the segment that best corresponds to their specific area of interest.

E-mail Blasts

Reach over 80,000 subscribers with an exclusive e-mail blast containing your marketing message. These subscribers have asked to hear from our advertisers.

Viewpoints

Place your white paper or advertorial in our *Viewpoints* section of edweek.org