



OnCUE Journal MEDIA KIT 2012-2013

Technology Professionals and Educators Who Control The Multi-Billion Dollar Educational Market Throughout California and Nevada

Computer-Using Educators, Inc. (CUE) is the California - Nevada affiliate of the International Society for Technology in Education (ISTE). CUE is the premier organization providing leadership and support to advance student achievement in the educational technology community.

Every quarter, CUE publishes their highly-regarded journal *OnCUE*, bringing its members timely articles on successful school-based technology programs, the latest tips on new hardware and software, up-to-date legislative information and a wide range of other useful information.

CUE is thrilled to announce the digital edition of the *OnCUE* journal, *OnCUE+*. It will be released quarterly and include the same outstanding articles, feature the same great contributors, but extend the capabilities to include audio, video, slideshows, interactive links, and will provide a direct link to all advertisers' websites.

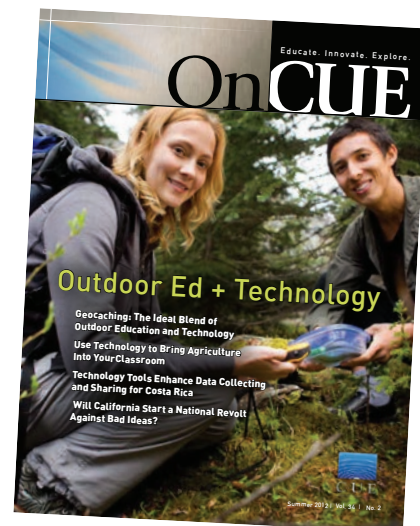
Advertising in *OnCUE* represents a **powerful marketing opportunity** for companies who want to reach the multi-billion dollar educational technology market.

Why Should You Advertise With Us?

- >> **LASER TARGETED** – OnCUE is mailed to 5,000 school administrators, district administrators, district IT coordinators and educators all of whom are members of CUE and have a keen interest in technology in the classroom – **YOUR CUSTOMERS!**
- >> **HIGH IMPACT** – OnCUE is a key membership benefit. Readers value the focused and timely editorial content.
- >> **AFFORDABLE** – Ad rates are low by B2B publishing standards
- >> **IMMEDIATE RESPONSE** – OnCUE's leading edge digital edition provides a direct link to all advertisers' websites
- >> **BONUS DISTRIBUTION** – Maximize your ROI at CUE's live events. 1,000 extra copies are distributed to attendees at CUE's Annual Conference and over 2,000 copies are sent to CUEtoYOU workshops across the nation.

The Editorial Calendar for 2012-2013 is as follows:

| Issue | Theme(s) | Editorial/Ad Order Deadline | Ad Materials Deadline |
|-----------------------|-------------------------------|-----------------------------|-----------------------|
| Fall '12 (September) | Common Core & Technology | July 9, 2012 | July 23, 2012 |
| Winter '12 (November) | The Rise of Blended Learning | September 17, 2012 | October 1, 2012 |
| Spring '13 (February) | Flipped Teaching and Learning | January 4, 2013 | January 18, 2013 |
| Summer '13 (May) | Media in the Curriculum | March 1, 2013 | March 18, 2013 |



For advertising opportunities please contact:
Mike Holley at 916.378.5014 or email mike@apogee-mg.com



C·U·E

RATES & ADVERTISING ORDER

Ad Size; Per Issue

| | | |
|---------------------------|-----------------------|---|
| | 1X | 4X |
| Full Page | 7.5" x 10" | <input type="checkbox"/> \$1,500 ... <input type="checkbox"/> \$1,275 |
| 1/2 Page Horizontal | 7.5" x 4.625" | <input type="checkbox"/> \$1,000 ... <input type="checkbox"/> \$850 |
| 1/2 Page Vertical | 3.625" x 10" | <input type="checkbox"/> \$1,000 ... <input type="checkbox"/> \$850 |
| 1/4 | 3.625" x 4.625" | <input type="checkbox"/> \$750 |

Publication Trim Size: 8.5 x 11" **Bleed:** .375" minimum for trim

Premium Position Rates

| | | |
|------------------------------|--------------------------------------|----------------------------------|
| | 1X | 4X |
| Center Spread | <input type="checkbox"/> \$2,500 ... | <input type="checkbox"/> \$1,125 |
| OBC (1/2-page) | <input type="checkbox"/> \$1,500 ... | <input type="checkbox"/> \$1,275 |
| IFC or IBC (Full-Page) | <input type="checkbox"/> \$2,000 ... | <input type="checkbox"/> \$1,700 |

Issue / Year

Spring _____ Summer _____ Fall _____ Winter _____

OnCUE+

- One additional link to an embedded video
 - One small audio file (not larger than 5 MB) to be embedded within the ad
 - Add an additional URL link
- One Option = \$200 Two Options = \$350

Materials

Electronic files will be accepted from advertising agencies, printers or graphic designers as follows:

- Adobe InDesign CS2: include native files, links and fonts
- Adobe Photoshop CS2: TIF, EPS or JPEG - 300 dpi at 100%
- Adobe Illustrator CS2: EPS or AI
- Adobe PDF exported at high resolution (300 dpi)

Email your files directly to your sales representative. A hard copy or PDF must accompany the file. CD or compressed file sent via email is acceptable.

ADVERTISER INFORMATION

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Fax _____

Email _____

Website link for digital edition _____

Advertising Agency _____

Agency Phone _____

Agency Fax _____

PAYMENT & AGREEMENT INFORMATION

PAYMENT

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)
 Card # _____
 Expiration Date _____

Company Check (please note arrival date: _____)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Authorized Signature _____

Date _____

Cost per issue \$ _____

ALL ADS MUST BE PREPAID. PAYMENT IS DUE WITH INSERTION ORDER.

Special Instructions: _____

Please return via toll-free **fax: 888.218.5331** Attention: Mike Holley

I acknowledge that AMG holds the advertiser, its entity and its agency, if applicable, jointly and severably liable for all payments. Failure to fulfill contract will result in an adjusted rate to the earned frequency rate and is subject to additional discount forfeiture; client may also be due ad creation costs. Cancellation of this contract prior to its fulfillment must be dated and in writing and forwarded to appropriate sales representative (or faxed to 888-218-5331 or via email: jeff@apogee-mg.com). Cancellations will not be accepted over the phone.

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INFINITE THINKING MACHINE

The Infinite Thinking Machine is an Internet TV show for educators. It's free, fun and fastpaced with new fortnightly episodes during the school year...

Why?

Educators across the country are constantly seeking to improve their own skills, and they increasingly turn to the Internet for help. The **Infinite Thinking Machine** offers high-quality, engaging, and relevant content highlighting innovation in education. The short-form shows have an engaging, knowledgeable host and feature real educators sharing tools and instructional practices that showcase "bright spots" in innovative classrooms around the world. Think of the teacher you most adored in school - the one you stayed with during recess just to keep learning! That's the experience we're looking to create for educators across the country.

How?

CUE and its partners produce this high energy, Internet TV show directly targeted at K12 educators, parents and students. We will capture the attention of the audience through a fastpaced, slightly quirky format that provides rich examples of innovative uses of technology, relevant project-based learning, 21st century skills, and content mastery that prepare students for college and careers in a fast-changing world. Delivered over the web, the show maintains high production values, is easy to access on any device at any time, and is infinitely re-usable at teacher staff meetings, training events, and even in class.



We Need Your Support!

While CUE is supporting the effort, we can't do it alone. We see it as a perfect opportunity to associate the brands of our corporate members, conference exhibitors, journal advertisers and other educational partners involved in supporting innovation in education with our highly visible show. Our current distribution of the show should put it in front of thousands of educators through partnerships with PBS stations, high-traffic ed portals and conventional television outlets. Current partners include: **K12HSN, PBSSoCal, KQED, Mind/Shift Blog, Edutopia, American EDtv and more to come.**

To see past episodes and read more about the project, visit www.infinitethinking.org.

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INFINITE THINKING MACHINE

Corporate Sponsors

Two levels of advertising are available:

1. Pre-roll episode sponsorship (placed and voice-over mention):

\$1500 per show

\$1000 per show for bundle of 4 or more

NOTE: Three pre-roll spots available per show

2. In-show advertisement:

Options include:

- \$30k - Season Pass. In-show, on-screen mention - all shows in season

- \$12k - In-show, on-screen mention - 4 shows

- \$3k - In-show, on-screen mention - single episode sponsor

NOTE: One in-show spot available per show in a standard season

All advertisers will be given credit on website in show notes.

NOTE: both advertising options are only included in primary distribution.

Educational Partners and Licensing Affiliates

Fees for special re-broadcasts of ITM content.

Please send inquiries to: itm@cue.org

New episodes are already in production, and will air throughout the school year.



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