



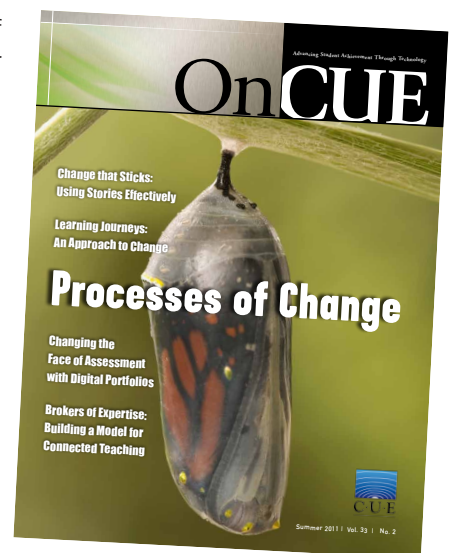
OnCUE Journal MEDIA KIT 2011-2012

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.

OnCUE features the use of full-color throughout the publication. In addition, *OnCUE* boosts its exposure and readership with an interactive, online version which includes links to each advertiser's Web page. Obviously, 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?

- >> CUE's members are the critical influences and decision-makers you need to reach: school administrators, district administrators, district IT coordinators and educators.
- >> As noted above, OnCUE is upgrading to a new, **high-image, full-color format** and will be backed up by a matching digital edition that includes linked ads.
- >> OnCUE is highly regarded and valued by CUE's members – it's seen as **the key member benefit**
- >> **BONUS DISTRIBUTION:** 2,000 additional copies will be sent out to CUEtoYOU workshops across the nation.

The Editorial Calendar for 2011-2012 is as follows:

Issue	Theme(s)	Editorial/Ad Order Deadline	Ad Materials Deadline
Fall '11 (September)	Mobile Devices that Make Sense	July 8, 2011	July 22, 2011
Winter '11 (November)	Online Learning	September 16, 2011	September 30, 2011
Spring '12 (February)	Arts, Technology & the Curriculum	January 2, 2012	January 16, 2012
Summer '12 (May)	TBD	March 12, 2012	March 26, 2012

For advertising opportunities please contact:
Michael Winters at 916.378.5014 or email mbwinters@apogee-mg.com



C·U·E

RATES & ADVERTISING ORDER

Ad Size; Per Issue

	B&W	Color
Full Page7.5" x 10"	<input type="checkbox"/> \$1,300 ...	<input type="checkbox"/> \$1,500
1/2 Page Horizontal..... 7.5" x 4.625"	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000
1/2 Page Vertical3.625" x 10"	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000
1/4 3.625" x 4.625"	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750

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

Premium Position Rates (Color only)

Center Spread	<input type="checkbox"/> \$2,500
OBC (1/2-page)	<input type="checkbox"/> \$1,500
IFC or IBC (Full-page)	<input type="checkbox"/> \$2,000
Opp. IFC or TOC	<input type="checkbox"/> \$1,800

Issue / Year

Spring _____ Summer _____ Fall _____ Winter _____

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 _____

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.

Signature of Card Holder _____

Cost per issue \$ _____

All ads must be prepaid. Payment is due with insertion order.

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

Please return via toll-free fax: 888-218-5331

Attention: Michael Winters

For advertising opportunities please contact:
Michael Winters at 916.378.5014 or email mbwinters@apogee-mg.com