



OnCUE Journal MEDIA KIT 2010-2011

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 timely, useful information.

Beginning with the Fall issue, **OnCUE** will be upgraded to a new format featuring the use of full-color throughout the publication. In addition, **OnCUE** will boost its exposure and readership with an interactive, online version which will include 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 2010-2011 is as follows:

Issue	Theme(s)	Editorial/Ad Order Deadline	Ad Materials Deadline
Fall '10 (September)	Way Cool Free Tools	July 9, 2010	July 23, 2010
Winter '10 (November)	Connecting to Parents & Community	September 17, 2010	October 1, 2010
Spring '11 (February)	High Quality Teachers and Teaching	January 3, 2011	January 17, 2011
Summer '11 (May)	Changing Teaching and Learning	March 4, 2011	March 18, 2011

For advertising opportunities please contact:
Michael Winters at 904.769.1389 or mbwinters@apogee-mg.com



RATES & CONTRACT

Ad Size; Per Issue

	B&W	Color
Full Page7.5" x 10"	<input type="checkbox"/> \$1,000 ...	<input type="checkbox"/> \$1,500
1/2 Page Horizontal..... 7.5" x 4.625"	<input type="checkbox"/> \$625	<input type="checkbox"/> \$850
1/2 Page Vertical3.625" x 10"	<input type="checkbox"/> \$625	<input type="checkbox"/> \$850
1/4 3.625" x 4.625"	<input type="checkbox"/> \$440	<input type="checkbox"/> \$650

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

Premium Position Rates

(Color only)

Issue(s)Year

Center Spread	<input type="checkbox"/> \$2,500	<input type="checkbox"/> Spring _____
OBC (1/2-page)	<input type="checkbox"/> \$1,300	<input type="checkbox"/> Summer _____
OBC (Full-page)	<input type="checkbox"/> \$1,950	<input type="checkbox"/> Fall _____
IFC or IBC	<input type="checkbox"/> \$1,800	<input type="checkbox"/> Fall _____
Opp. IFC or TOC	<input type="checkbox"/> \$1,700	<input type="checkbox"/> 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.

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

Attention: Mike Holley

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