

Journal-Poster Sponsorship Program

Quality content marketing – with a poster-magazine!

Schools need to understand the “universe” of what’s available to them in digital content, curriculum, tools and systems. The Learning Counsel will be creating posters showing a “map” of the various “lands” of products in the industry. Each poster will have an art background and logo/description/URL for sponsors who will be “on the map” of the posters.

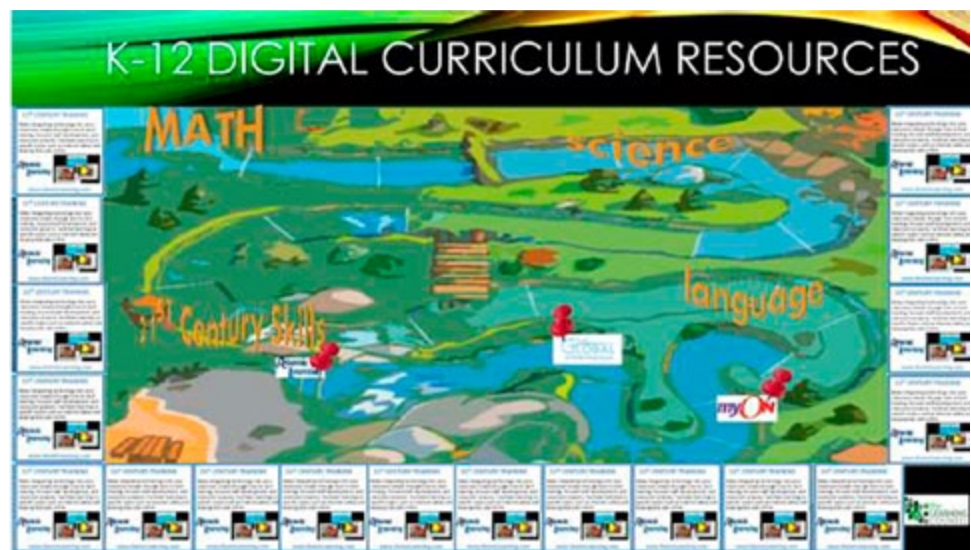
Get on the Map!
*Drive interest
and leads.*

On the reverse, The Learning Counsel creates a magazine look with our *JOURNAL* editorial.



Journal (magazine) accordion-fold

Poster on the back side

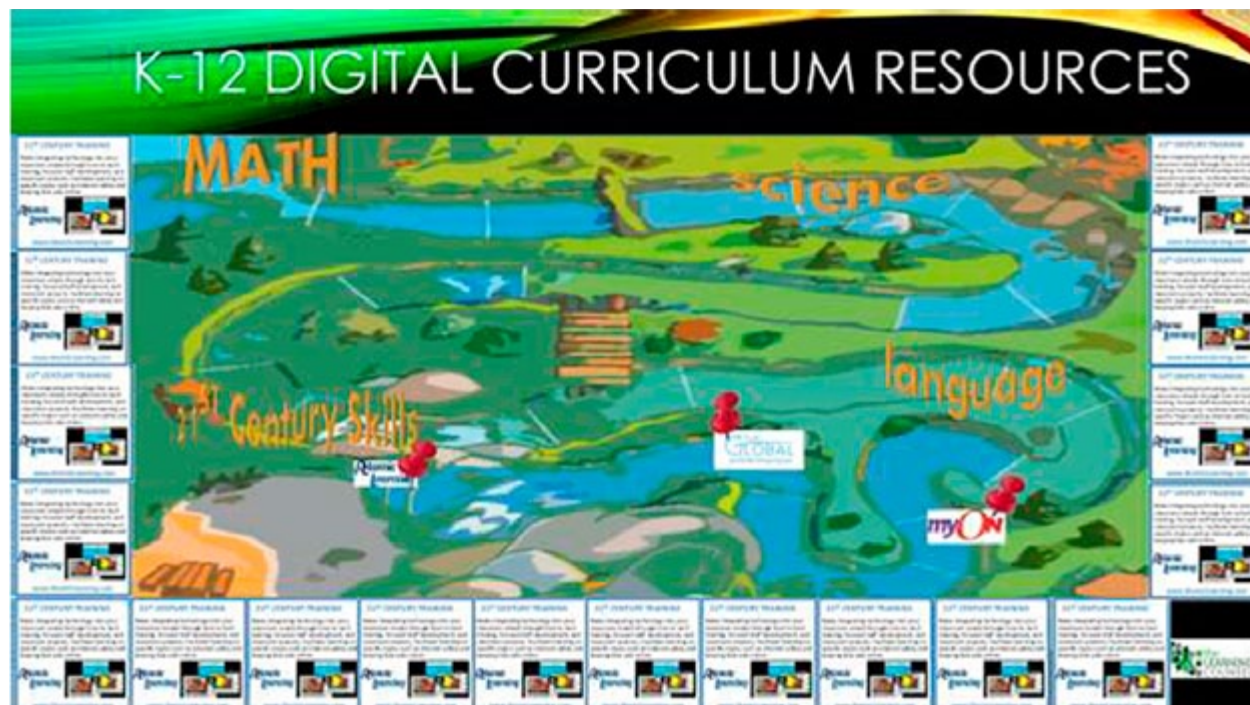


Audience

K-12 Superintendents, Chief Academic Officers, Curriculum Directors, Instructional Technologists, Subject Experts, Chief Information Officers.
(Ask to see our initial mail list.)

Poster Projects 2014

1. **K12 Digital Curriculum Resources** — 21st Century Skills, Language, Math, Science, Social Studies, Special Education
2. **K12 Digital Teacher Tools** — Assessment, Collaboration, Classroom Response, Grading/Attendance, Lesson Planning, Presentation Tools, Lecture Capture, Digital Storytelling, Plagiarism Checks, Poster-Boarding
3. **K12 Digital School Operations** — LMS, SIS, AppPlatforms, WebFiltering, Device Management
4. **K12 Digital Content** — Apps, Digital Textbooks, Games, StudyTools, Video
5. **Professional Learning & DIY Digital Content** — Subscription sites, Courseware, Talent Management, Professional Development Systems



20,000+ in Distribution through Print and Digital

Effective content marketing is being topical and useful to the right decision makers.
This tactic ensures your paid sponsorship will be seen and has no wasted distribution to non-budgetary decision makers.

Our distribution strategy with each Journal-Poster is:

- Mail to a hand-filtered list of 5,000 top executive titles who are interested in changes happening in curriculum-going-digital, leadership issues, and stories of success. (2014 1st Editions.)
- Online format distributed to our national community via email. (15,000)
- Social media marketing.
- Affiliate marketing via partners including Beyond Tech Ed, and associated bloggers.
- Event distribution at subsequent events (15+ annually—1,000 hardcopies.)
- Lead-driving through online poster-request with custom mail/ship to the requesters.

Journal

Stories and articles that fit the poster theme to fill the 8-pages of content, with a front magazine-style cover. For example, in the 1st Poster on K12 Curriculum Resources:



Top Editorial Stories

- **BEYOND DEVICE ROLL-OUTS: DIGITAL CURRICULUM LEADERSHIP**
Big & small device roll-outs: spotlight stories on districts & digital curriculum.
- **DIGITAL CURRICULUM RIGOR**
- **LEAPING THE DIGITAL DIVIDE**

People

- Quotes from the Field, Pictorials & Event Recaps

Sponsorship Levels

Poster Pin

Logo + Tag Line + URL, pinned to Poster
\$775 per Poster



Poster Anchor

Poster Pin & 3"x3" Border Square with Headline, 50 words of text, logo or icon and URL.
\$1,250 per Poster



Premier Sponsor – ½ Page

Pin and Anchor included on Poster side.
Sponsor Acknowledgement pages (1/2 Page) on Journal side - Logo + up to 150 Word Description or screen shots.
Size 6" tall x 9", specs TBD based on placement in the 8 pages of editorial.
\$3,000

Deadlines

K12 Digital Curriculum Resources – 21st Century Skills, Language, Math, Science, Social Studies, Special Education

► **MAY 21, 2014 – 1st Edition**

K12 Digital Teacher Tools – Assessment, Collaboration, Classroom Response, Grading/Attendance, Lesson Planning, Presentation Tools, Lecture Capture, Digital Storytelling, Plagiarism Checks, Poster-Boarding

K12 Digital School Operations – LMS, SIS, App Platforms, Web Filtering, Device Management

K12 Digital Content – Apps, Digital Textbooks, Games, Study Tools, Video

Professional Learning & DIY Digital Content – Subscription sites, Courseware, Talent Management, Professional Development Systems



**PLEASE COMPLETE, SIGN & FAX BACK
THIS CONTRACT TO (916) 483-5183**

Check if PO required ☐

Journal/Poster	K12 Digital Curriculum Resources- 21st Century Skills, Math, Science, Language, Social Studies, Special Education—MAY 21, 2014	Amount
	Poster Pin Logo + Tag Line + URL, pinned to Poster \$775 per Poster	
	Poster Anchor Poster Pin & 3"x3" Border Square with Headline, 50 words of text, logo or icon and URL. \$1,250 per Poster	
	Premier Sponsor – ½ Page Pin and Anchor included on Poster side. Sponsor Acknowledgement pages (1/2 Page) on Journal side - Logo + up to 150 Word Description or screen shots. Size 6" tall x 9", specs TBD based on placement in the 8 pages of editorial. \$3,000	
	TOTAL	
Terms: Invoiced upon signature, net 30 terms. If paying by credit card, add 3%.		

Contact:	Title:
COMPANY:	Main or Direct Phone:
Address:	
City/State/Zip:	Fax :
Contact Email:	Mobile Phone:
Signature:	Date:

Accounts Payable (Billing) Information: Please fill out billing information completely.

Contact:	Title:
COMPANY:	Main or Direct Phone:
Address:	
City/State/Zip:	Fax :
Contact Email:	Mobile Phone:
Signature:	Date:

Accepted by Leilani Cauthen, Publisher
Signature: _____ Date: _____

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