

## AD SHOWCASE

An exceptional way to make the most of an advertising budget, *MultiMedia & Internet@Schools* black-and-white 1/6-page showcase units are only \$300 each. *MultiMedia & Internet@Schools* is written for professionals who make or influence decisions on school technology purchases, including library media specialists, technology coordinators, classroom teachers, and administrators. Product reviews and articles written by media and technology specialists and other educators provide unbiased and down-to-earth evaluations of the products and services available today.

### ❖ Use the *MultiMedia & Internet@Schools* Showcase to:

- Introduce new products.
- Test direct-response channels.
- Reinforce your advertising message with a low-cost frequency schedule.



[www.mmischools.com](http://www.mmischools.com)

### 2010 SHOWCASE ADVERTISING RATES

SIZE	DIMENSIONS	1x	3x	5x
1/3 horiz.	7 <sup>3</sup> / <sub>8</sub> "w x 3 <sup>1</sup> / <sub>8</sub> " d	\$495	\$470	\$445
1/6 sq.	3 <sup>5</sup> / <sub>8</sub> "w x 3 <sup>1</sup> / <sub>8</sub> "d	\$300	\$285	\$265

\*Four-color available: Add \$175 to any rate

### ❖ Issue and Closing Dates:

	SPACE RESERVATION	MATERIAL DEADLINE
January/February	11/13/09	12/01/09
March/April	1/15/10	1/29/10
May/June	3/18/10	4/01/10
July/August	5/17/10	6/01/10
September/October	7/16/10	7/30/10
November/December	9/17/10	10/01/10

\* Cancellations: In writing 30 business days prior to material deadlines

### FOR MORE INFORMATION CONTACT

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