

ABOUT/SITE OVERVIEW

» **MMISchools.com** is the companion website for *MultiMedia & Internet@Schools* magazine. Launched in February 2005, MMISchools.com features breaking news, online research centers, and other school technology content. K-12 technology professionals can now get more *MMIS* online! Users can also register for free on the website to receive additional web content, including an e-newsletter and access to the product reviews section.

Online Research Centers—Past articles/features are organized by the editorial team into easily accessed Research Centers, which are featured on the left-hand column of the webpage.

MMISXtra—Registered users will receive *MMISXtra*, the e-newsletter delivered biweekly, containing the latest news and product information in the K-12 technology marketplace.

Editor's Notes—Practical advice on products and services.

Product Reviews—Reviews written by school technology professionals; listings feature information on the latest school technology products.

Best of MMIS—Certain free full-text sample articles will be available every month on the website.



www.mmischools.com

MMISCHOOLS.COM ONLINE RESEARCH CENTER TOPICS

- › Assessment
- › Association News, Initiatives, Alerts
- › Communications, Collaboration Tools
- › Curriculum Standards
- › Elementary Schools
- › Grants, Funding, Free Resources
- › Hardware
- › History and Social Studies Resources
- › Information Literacy, Research Strategies
- › Legislation/Policy
- › Math
- › No Child Left Behind
- › Online Databases, Resources, Reference Tools
- › Security
- › Streaming Media
- › Technology Integration
- › Tools and Cross-Curricular Resources
- › Trends, Research, Reports
- › Visual Learning
- › Web Searching
- › Wireless Technology
- › Language Arts
- › Library Automation
- › Middle Schools
- › Science
- › Professional Development
- › Projection, Presentation Systems

AUDIENCE

MMISchools.com attracts K-12 educators who go to the website for the latest industry news and practical information to guide their decision-making about school technology.

Connect with K-12 library and school technology professionals online!

WEB ADVERTISEMENT & RATE CARD

» AD POSITIONS AVAILABLE

AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
728x90 (Leaderboard)	30k	Top	10,000	\$75 CPM
468x60 (Top banner)	30k	Top	10,000	\$60 CPM
120x600 (Skyscraper)	30k	Right	10,000	\$75 CPM
125x125 (Tile)	30k	Left	10,000	\$60 CPM

Ad specifications:

All files must be in either .jpg, .gif or .swf format and must be no more than 30k in size.

» ADDITIONAL WEB OPPORTUNITIES

Enewsletter Sponsorship

Become the sponsor of the *MMISXtra* email newsletter! Sponsorship gets your banner/descriptive text and link in front of more than 6,000 K-12 technology and media specialists, administrators, and educators who are interested in your product or service.

Includes:

- > 75-word text description
- > 468x60 pixel web banner (.gif or .jpg)
- > linking URL



MMISXtra Enewsletter sponsorships	Net Cost
1 issue sponsorship	\$350
6 issue sponsorship	\$295
12 issue sponsorship	\$255

CONNECT with K-12 library and school technology professionals **ONLINE!**

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