

Targeting Top-Level Decision Makers

School CIO: Bringing chief technology officers the latest strategies to run technology efficiently and effectively. From tips on creating the perfect RFP to interviews with prominent ed-tech leaders from across the country, School CIO reaches one of K-12's most powerful audience -- in print and online.

School CIO weekly e-Newsletter: With over 6,100 subscribers, targets the top-level decision makers in the country. SchoolCIO.com averages 20K page views per month. The number of unique visitors has more than doubled – from 4,100 to 8,500 - since its launch in February 2006.

School CIO Audience: We Reach Decision Makers

District CIO/Tech Director/Media Director --	70%
Superintendent/ Top District Level Administration--	30%

Award Winning Brand:



2005 Winner, Best Newsletter (Gold)
American Society of Business Publication Editors

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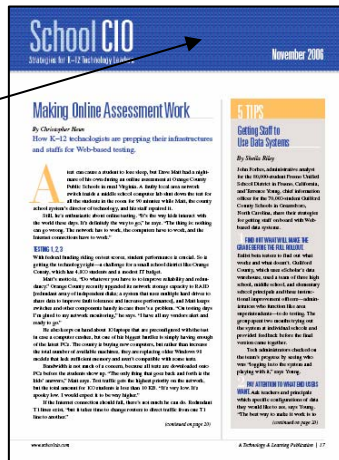
For more information, please contact your sales representative today at 650.238.0313.

School CIO Quarterly Special Section

Reach *Technology & Learning* Magazines 81,000+ subscribers and our online audience of 100,000+ in the integrated Quarterly School CIO special section. This section provides top level decision makers a comprehensive content that is essential to School CIOs and CTOs.

Each quarterly print edition is an integrated program that runs in the magazine and online for three months. This program only runs 4 times a year. You can't afford to miss out!

Your logo here



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- Full Page 4-color ad in the issue.
- School CIO special section includes company logo on cover page
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- Reprint opportunities for your own distribution
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- Promotion within the Technology & Learning monthly eZine.

Issues	Topic	Ad Close	Material Close
March*	Wireless Networking/Laptop Implementations	2/5/07	2/12/07
May*	Internet Safety and Security	4/4/07	4/14/07
September*	IT Budgeting and Purchasing	8/2/07	8/12/07
November*	Data Management Systems	10/2/07	10/12/07