

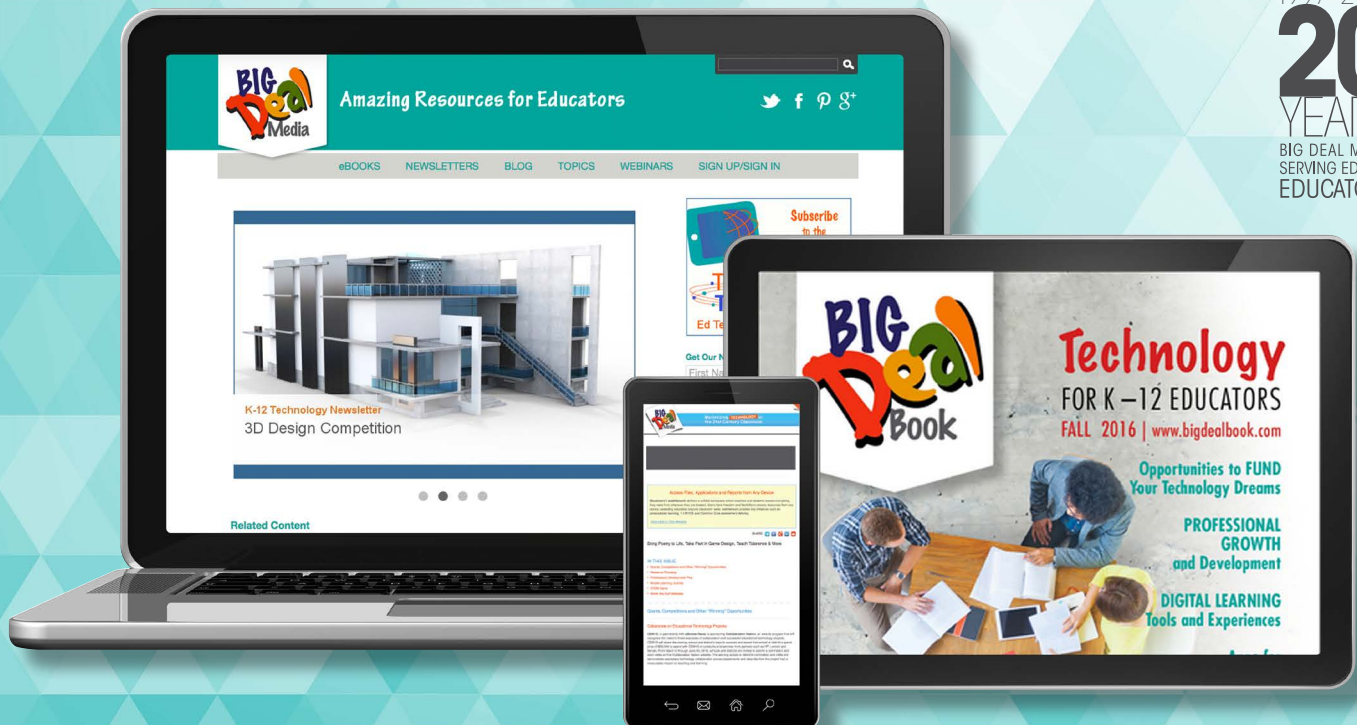


Connecting Educators to  
Trusted Resources for More  
Than 20 Years.

Connecting Education  
Businesses to the Influential  
K-12 Educators They Want  
to Reach.

# Media Kit 2018

1997-2018  
**20+**  
YEARS  
BIG DEAL MEDIA  
SERVING ED TECH  
EDUCATORS



## What is Big Deal Media?

Big Deal Media is the go-to source for K–12 educators looking for top-quality resources, Open Education Resources (OERs), and tips and strategies for their schools and classrooms. Big Deal Media's team of experienced education professionals identifies and vets high-interest, high-value content and delivers it to educators through a collection of trusted print and electronic publications.



## Why Align Your Brand with Big Deal Media?

Since 1997, Big Deal Media has provided ed tech educators with publications that deliver timely, trusted resources in a rapidly changing educational environment. More than 50 respected educational organizations, including many state affiliates of ISTE and AASL, partner with Big Deal Media to offer their members quality information and resources they can trust. In a world of information overload, educators rely on Big Deal Media to identify and compile what is real and relevant.

Big Deal Media connects educators with the solutions they need to be successful and connects you with these influential consumers. Its platforms deliver what educators are looking for and provide you with opportunities to make authentic connections with educators that lead to dialogue and sales.

The resources are OUTSTANDING!

Our teachers love the links to different resources for teaching and their content.

— K–12 District Technology Director, KY

## Connect with K–12 Educators When & Where They're Looking for Resources

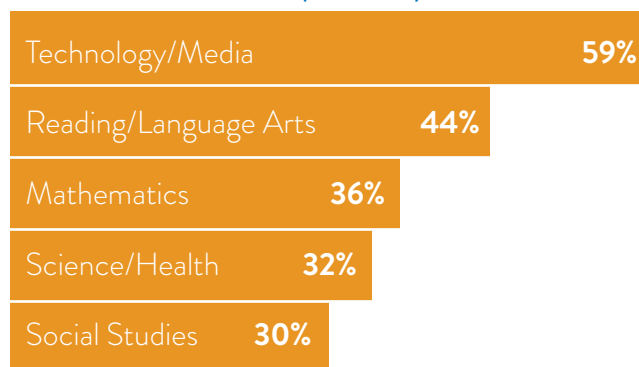
Big Deal Media publications target content to specific educator audiences so you can precisely target your messaging and reach.

Ed Tech | ELL | Special Needs

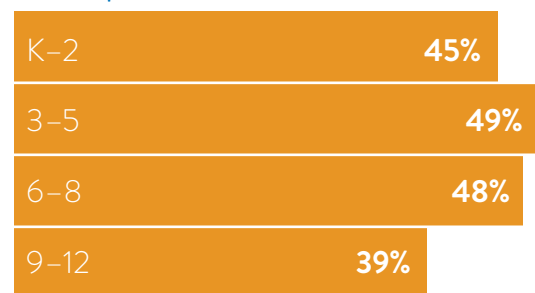
65,000+

technology directors, technology coordinators, curriculum directors, tech-savvy teachers, and media specialists/librarians nationwide subscribe to Big Deal Media's *K–12 Technology* newsletter.

### Areas of Interest & Responsibility



### A Complete K–12 Reach



### Educators spend quality time with Big Deal Media publications



38% spend 5–10 minutes reading Big Deal Media's *K–12 Technology Newsletter*



22% spend 11–15 minutes reading Big Deal Media's *K–12 Technology Newsletter*



17% spend 16–20 minutes reading Big Deal Media's *K–12 Technology Newsletter*

“

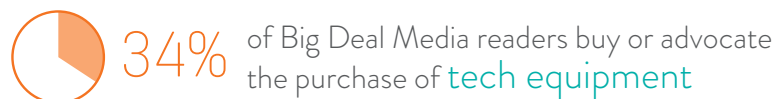
As a technology integrationist, I compile the resources for my teachers and paras to use in our building. I love the variety of resources including different subject areas and grade levels, plus so many of them are free resources.

— K–8 Technology Integrationist, NE

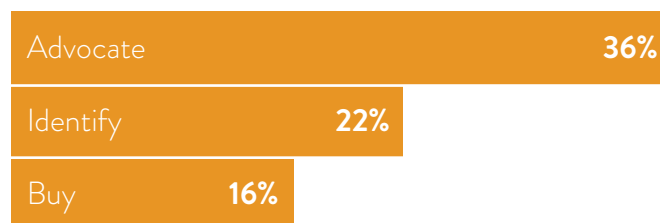
Big Deal Media K–12 Technology Survey, October 2016. Includes multiple responses per participant.

## Make a Big Impression on Influential Educators

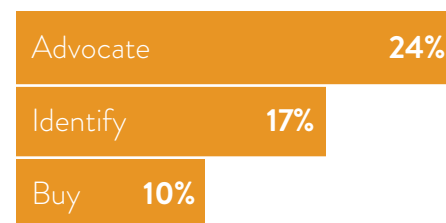
Big Deal Media publications deliver content to specific educator audiences so you can target your messaging and reach precisely.



### Curriculum/Instructional Resources



### Technology Equipment

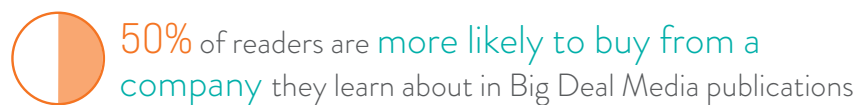


“

The newsletter helps me to see what I may have missed or overlooked while browsing social media and journals. It is a great overview of what is new and out there.

— K-8 Media Specialist,  
NJ

## Educators Act on What They Find in Big Deal Media



“

I am an advocate for digital resources for students as well as professional development in my school. The newsletter has been extremely helpful to me when delineating this information to our staff.

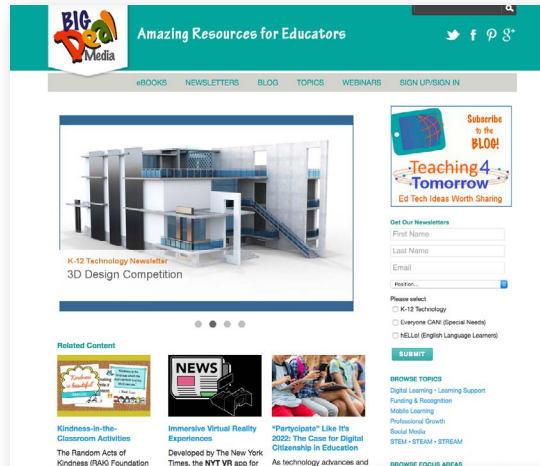
— 9-12 Technology  
Support, NM

Big Deal Media K-12 Technology Survey, October 2016. Includes multiple responses per participant.

## Tailored Platforms, Targeted Reach

Educators search for, access, and use information in a variety of ways. That's why Big Deal Media offers a variety of platforms to connect and communicate with your target audience.

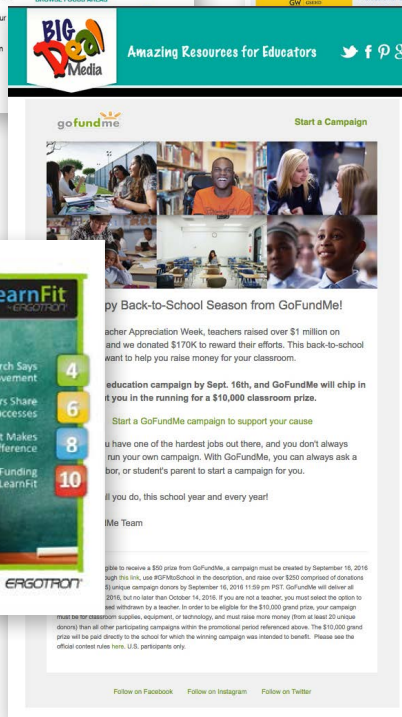
Website, including content and resource-rich blog



Newsletters targeted to ed tech and special needs interests

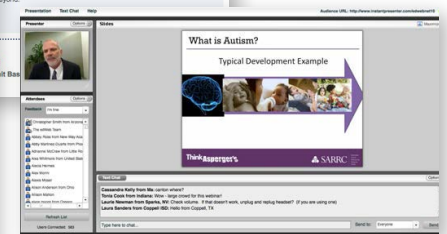


Custom ebooks



Custom webinars

Custom email campaigns targeted to ed tech, ELL, or special needs audiences



Every Big Deal Media platform provides more than just brand exposure. We ensure that your investment has built-in lead generation mechanisms so that you can see and evaluate your ROI.

“

Big Deal Media brings together the most recent news, reviews, and information. There is such a variety of information. I like that I can go to this over and over.

— 3-5 Reading Specialist, NH



# Newsletters

## K-12 Technology Newsletter

For more than a decade educators have trusted the *K-12 Technology* newsletter to keep them current with ed tech trends, new products, and ideas for integrating technology in the classroom. Content is carefully curated by experienced education professionals who know what educators need.

Topics include digital learning, funding, professional growth, social media, STEM, mobile learning apps, and OERs.

## Reach

65,000 subscribers, including distributions to ISTE and AASL state affiliates

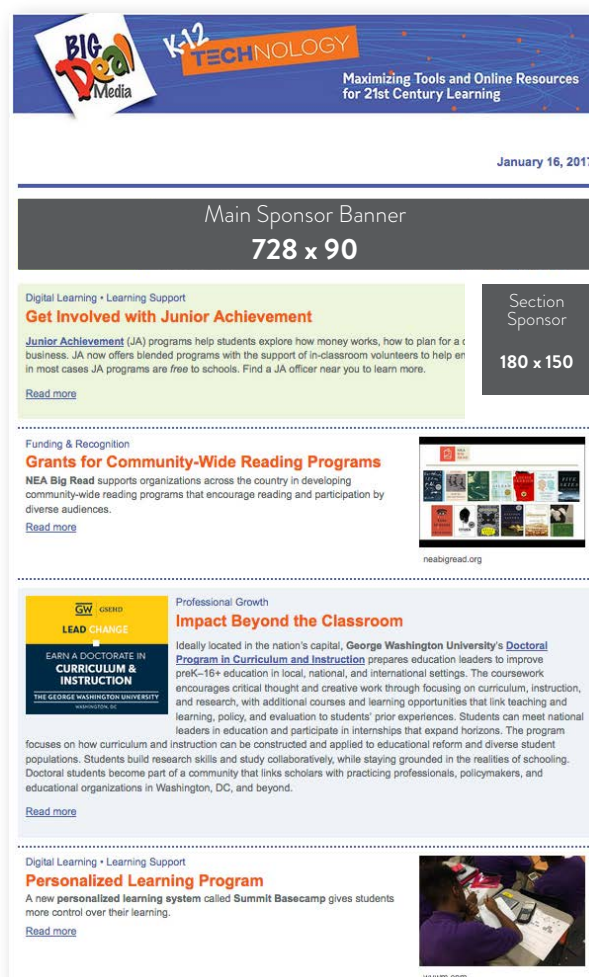
## Subscriber Profile

K-12 educators including technology directors, technology coordinators, curriculum directors, tech-savvy teachers, and media specialists/librarians

## Ad Specifications

Ad	Size	Placement
Main Sponsor Banner	728 x 90	Below Masthead
Section Sponsor	180 x 150	Within Topic Area

- Format: jpg or gif static image files (nonanimated); rich media and Flash files not accepted
- Maximum file size: 40K
- Provide linking URL
- Materials due 15 days prior to deployment date



## Everyone Can! Newsletter

Educators of students with special needs have special interests. The *Everyone Can!* newsletter is a unique and trusted publication, providing well-vetted resources specific to the needs and interests of special education educators.

Topics include funding, assistive learning opportunities, mobile apps, and teaching strategies.

Published 4 times per year in January, March, May, and October.

### Reach

15,000 subscribers

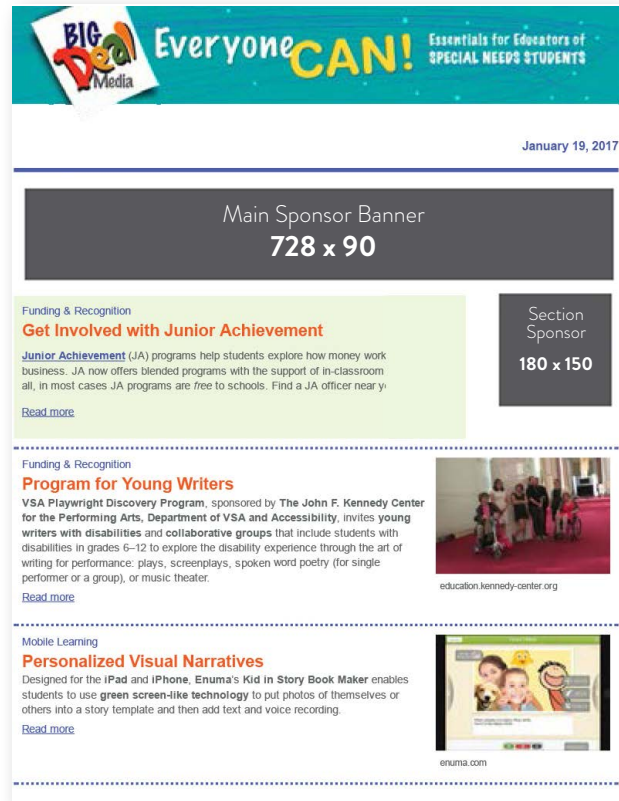
### Subscriber Profile

K–12 special education directors and teachers and other educators with an interest in supporting students with special needs.

### Ad Specifications

Ad	Size	Placement
Main Sponsor Banner	728 x 90	Below Masthead
Section Sponsor	180 x 150	Within Topic Area

- Format: jpg or gif static image files (nonanimated); rich media and Flash files not accepted
- Maximum file size: 40K
- Provide linking URL
- Materials due 15 days prior to deployment date



Big Deal Media's newsletter has given me a one-stop shop for information, trends, and technology in all fields.

— 9–12 Media Specialist,  
CA

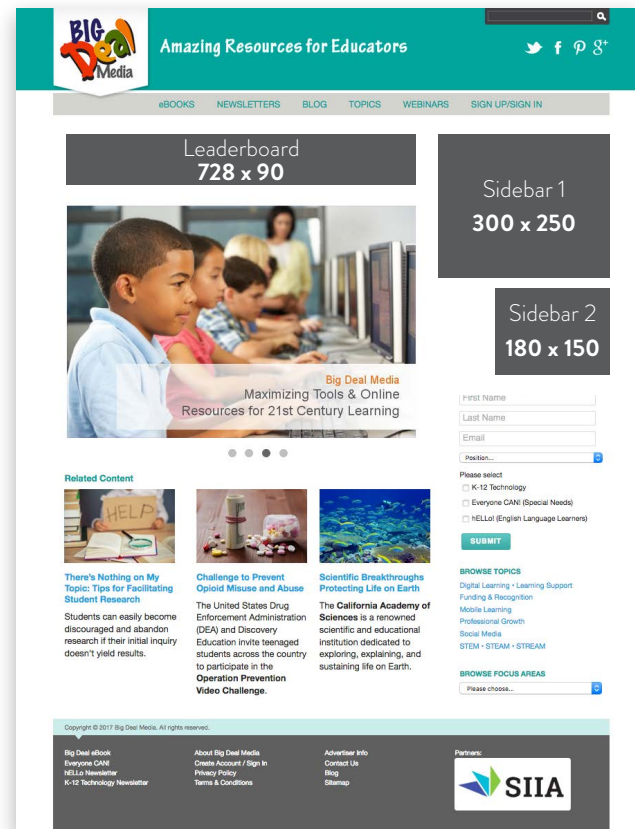
## BigDealBook.com Website

### Web Ads

Educators seek out BigDealBook.com when they're in search of resources, strategies, and ideas for their schools and classrooms. BigDealBook.com is the hub for all of Big Deal Media's quality content. Educators support their practices and professional learning with helpful blog content and access to Big Deal Media's newsletters, ebooks, and webinars.

### Reach

7,450 site visitors per month  
24,500 page views per month



### Ad Specifications

Ad	Size	Placement
Leaderboard	728 x 90	Below Masthead
Sidebar 1	300 x 250	Right Column
Sidebar 2	180 x 150	Right Column

- Format: 72 dpi jpg or gif images; Flash files accepted, but not recommended; the clickTAG must be embedded in supplied Flash file
- Maximum file size: 40K, including Javascript
- Looping accepted, but may not exceed three loops
- clickTAG implementation must follow proper DFP industry standard
- Provide linking URL
- Materials due 15 days prior to deployment date

I direct educators to the Big Deal website almost on a weekly basis when I am conducting technology integration trainings.

— K-12 Coordinator/  
Instructor of Professional  
Development, OK



## Teaching4Tomorrow Blog Sponsorship

Published each Friday, the Teaching4Tomorrow blog provides educators with ideas and strategies specific to ed tech.



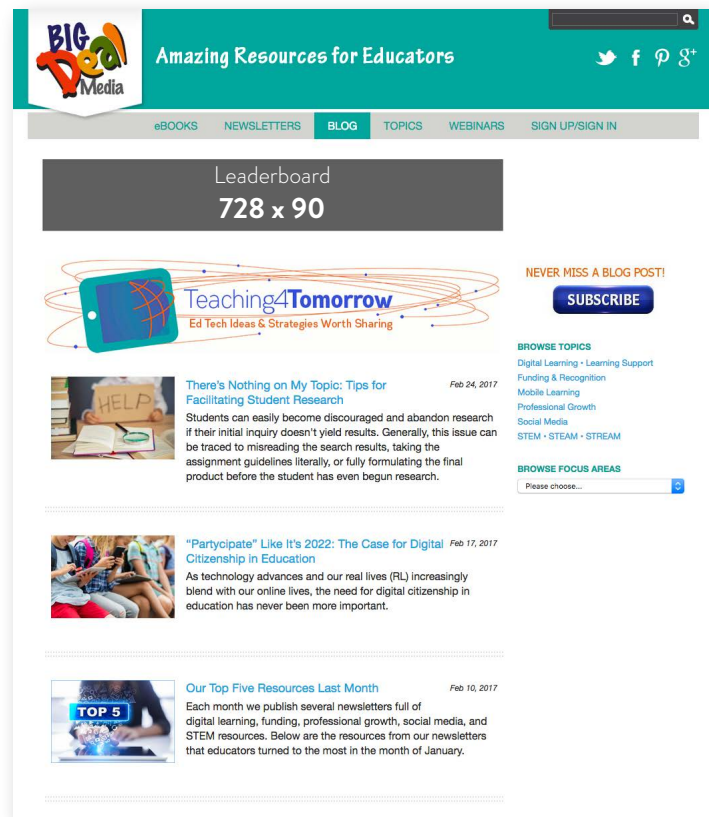
### Reach

2,072 page views per month

### Ad Specifications

Ad	Size	Placement
Leaderboard	728 x 90	Below Masthead

- Format: 72 dpi jpg or gif images; Flash files accepted, but not recommended; the clickTAG must be embedded in supplied Flash file
- Maximum file size: 40K, including Javascript
- Looping accepted, but may not exceed three loops
- clickTAG implementation must follow proper DFP industry standard
- Provide linking URL
- Materials due 15 days prior to deployment date



The newsletter provides opportunities for quality professional development and introduces new websites and resources to use as I endeavor to integrate technology into our program.

— K-2 Reading & Math Interventionist, WA

## Big Deal Book of Technology for K–12 Educators Print & Ebook

Educators use the *Big Deal Book of Technology* to create their wish lists for ed tech products, find funding, locate quality OERs, as well as to find information to support their professional learning and enrich their practices. Filled with hundreds of websites, free resources, contests, funding opportunities, and sources of mobile apps and social media platforms, *Big Deal Book of Technology* is shared widely by educators throughout the year.

Your sponsorship participation in the *Big Deal Book of Technology* will showcase your organization or products as trusted, valuable resources for educators.

### Reach

60,000 known buyers and prospective buyers of technology products and services, including copies customized for state affiliates of ISTE

### Ad Specifications

Ad	Size	Placement
Full Page	5.375" x 8" (.125" bleed, 4.875" x 7.5" live area)	Run-of-Book
Half Page	4.875" x 3.625"	Run-of-Book

- Preferred file type is PDF
- Generate PDF files as high-quality print or press quality
- TIFF, eps (fonts outlined or embedded), or jpg files of at least 300 dpi at final output size are also accepted
- All files and graphics should be CMYK process, no spot or RGB colors
- All fonts should be embedded in the document
- Graphics included in any ad should be vector-based or have a resolution of at least 300 dpi at final output size



I have a blended 1:1 classroom and am always looking for ways to make my curriculum relevant and cutting edge. *K–12 Technology* really helps me to do just that.

— 6–8 Technology Teacher, ID

## Custom Ebook Sponsorships

Is there a topic or trend that your organization is particularly aligned with or championing? Big Deal Media's editorial team will research and write a custom ebook that includes insight, information, and resources for educators about your chosen topic. As sponsor of the ebook, your logo will be featured prominently throughout the content and in all promotions. Your organization will also have the opportunity to promote your products or services in featured ads within the ebook.

Custom ebooks are available to educators on the Big Deal Media website and promoted using its newsletters and social media channels. A dedicated lead page captures important reader information, including educators' email addresses and job titles.

A 12-page Big Deal ebook includes:

- Custom content
- Two full-page sponsor ads
- Sponsor's logo displayed throughout the publication

Big Deal Media will promote your ebook over a 12-month period, including:

- Creation of landing page to capture leads
- Inclusion in all appropriate newsletters
- 2–3 dedicated emails to proprietary list
- Social Media outreach (Twitter, Pinterest, Facebook, and Google+)
- Posts in Amazing Resources for Educators community



## Custom Newsletters

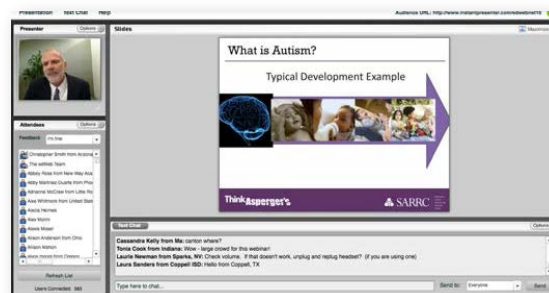
Is personalized learning where your organization's passion lies? Are you doing innovative things with makerspaces? Is game-based learning your specialty? Provide educators with a deep dive into a particular topic of interest for your organization with a custom Big Deal Media electronic newsletter sponsored by your organization. Our editorial team will work with you to identify the focus of the newsletter content and then create and vet the best content to share with educators.

Big Deal Media will distribute your custom newsletter to appropriate subscribers and host it on its website.

## Webinar Sponsorships

Educators rely on Big Deal Media webinars to support their professional learning. Webinars are a proven way to build your organization's thought leadership and generate highly qualified leads to fuel your marketing and sales initiatives.

Big Deal Media's Amazing Resources for Educators Community and edWeb.net have partnered to offer a turn-key package that makes it easy to reach a community of motivated and involved educators.



Big Deal Media's experienced education staff will work with you to craft a topic that will resonate with educators. Its team will:

- Coordinate registration
- Host the webinar
- Promote the webinar:
  - Editorial entries in the *K-12 Technology* newsletter, reaching 65,000 + educators
  - An email invitation to 20,000+ K-12 educators including technology directors, tech coordinators, media specialists, curriculum directors, and tech-savvy teachers on Big Deal Media's proprietary list
  - Posts on all Big Deal Media social media channels
  - Ads in edWeb newsletters to 300,000+ K-12 educators
  - An email invitation to 100,000+ educators in the edWeb Educator Universe
- Help to identify and recruit speakers as needed

As a sponsor you will receive:

- Recognition as the webinar sponsor in all promotions
- On-air recognition during the webinar and a 30-second promotion for your organization
- Promotional content in the follow-up email to all webinar registrants
- The list of registrants and attendees, including their email addresses
- The list of educators who access the webinar recording, including their email addresses
- A recording of the webinar

All webinar recordings are hosted on the Big Deal Media website and promoted in Big Deal Media newsletters for three months, providing an extended period in which the webinar will generate leads.

## Custom Email Campaigns

Subscribers know from experience that it's worth paying attention to the resources and products Big Deal Media publications feature. Showcase what your organization has to offer with a custom email campaign to this dedicated audience of educators.

Sponsorship of a single dedicated email must be accompanied by a newsletter sponsorship.

### Target Audiences

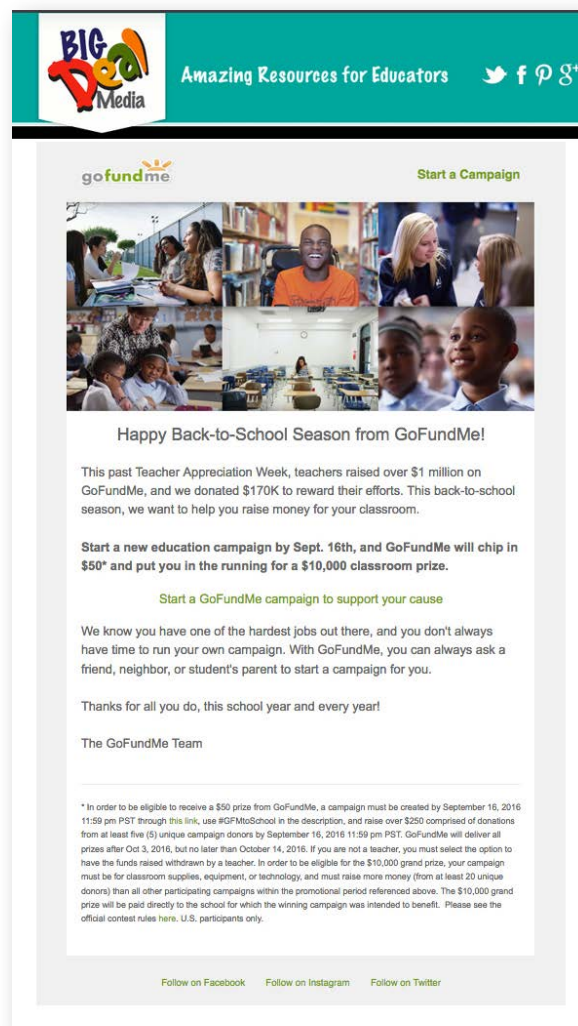
65,000 *K-12 Technology* newsletter subscribers

15,000 *Everyone Can!* newsletter subscribers

10,000 *hELLO!* newsletter subscribers

### Specifications

- Sponsor is responsible for supplying HTML and text email creative
  - Maximum HTML width: 700 pixels
  - Maximum file size: 50K
  - Animation not accepted
- All images must be hosted by the sponsor
- Sponsor is responsible for providing a subject line
- Artwork due 15 days prior to scheduled deployment date





## Editorial Offices

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