

teaching^{PRE}k-8

A Special Advertising Opportunity for Children's Book Publishers

August/September 2007

Back by popular demand, *Teaching K-8's* "Children's Books by the Month" section will be featured in our August/September 2007 issue. This special section, covers the months of September through June and is designed to be used with teachers' lesson plans and will generate repeated exposure for your titles for years to come. Sponsorship opportunities for each month are available exclusively to children's book publishers.

For just \$8,000 net per spread (a savings of 57% from our regular spread rate!), each advertiser will purchase a 4-color spread, formatted by *Teaching K-8*, showcasing five books of your choice. Each book title featured will include an in-depth activity. Your logo, url and book titles will be prominently placed within the spread of the month of your choice.

**Reservation
Deadline**

May 4, 2007

**Materials
Deadline**

May 11, 2007



Sample spread from *Teaching K-8's Children's Books by the Month* Section.

All sponsors will receive:

- Distribution of approximately 140,000 printed copies.
- Featured books and activities will be posted in both on-screen and PDF format at www.TeachingK-8.com
- A link to your book titles and activities as well as your PDF spread will be e-mailed to our opt-in list on the first of the month of your sponsorship.
- A rotating skyscraper advertisement (120 x 600) on www.TeachingK-8.com for sponsored month.

Don't miss out on this exciting opportunity!

To reserve your 4-color spread, contact:

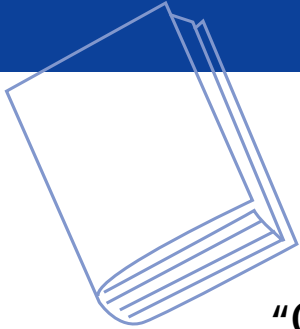
Midwest & West

Carol Mata
800-992-6411; fax 866-311-9495
Carol@TeachingK-8.com

East & Canada

Janice Welch
888-440-7054; fax 858-300-5272
Janice@TeachingK-8.com

See other side for reservation form and specifications.



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August/September 2007 Issue

"Children's Books by the Month" section Reservation Form

Please fax reservation form to your sales representative. See contact information below.

Contact _____
 Company Name _____
 Address _____
 City, State, Zip _____
 Phone _____
 e-mail _____
 Signature _____

Circle preferred month:
 (first come, first served basis)
 August '07 January '08
 September February
 October March
 November April
 December May

Net Amount: \$8,000 per spread (a 57% discount from our regular 4-color, 2-page spread rate)

Specifications:

Your 4-color **LOGO** here
(300 dpi tiff or jpeg)

BOOK JACKET IMAGES
Five book jacket images on these pages (300 dpi tiff or jpeg)



ACTIVITIES
Brief description and 75- word advertiser-supplied activity for each book here.

Your **WEBSITE URL** here

CONTACTS		FILES
Midwest & West Carol Mata 800-992-6411 FAX 866-311-9495 Carol@TeachingK-8.com	East & Canada Janice Welch 888-440-7054 FAX 858-300-5272 Janice@TeachingK-8.com	Please e-mail files by May 12, 2007 to Katie@TeachingK-8.com or mail CD to <i>Teaching K-8</i> , 2844 Talimore Court, Marietta, GA 30066

Reservation deadline: May 4, 2007 • Materials Deadline: May 11, 2007