

Texas Computer Education Association

Gain direct access to 4 out of 5 technical directors in Texas

The TCEA Advantage

- We represent **90%** of technical directors with **direct buying power** within Texas' education community.
- Under the Instructional Materials Allotment (IMA), the state of Texas will receive **\$792 million** to be spent over the 2011–2013 school years on instructional materials and technology-related materials and supplies.
- Our membership is comprised of the **most tech-savvy educators in the United States.**

Who We Are

Texas Computer Education Association is dedicated to the improvement of teaching and learning through the use of computers and technology. Our focus is on integrating technology into the K-12 environment and providing our members with state-of-the-art information through a variety of media.

When you advertise in **TechEdge**, you gain access to **90%** of Texas' educational technology community. **Reach key decision-makers in the following areas:**

- Technology Directors & Coordinators
- Administrators
- Campus Technology Specialists
- Technology Teachers
- Secondary & Elementary Teachers
- Librarians

Why Advertise

TechEdge readers are among the most advanced and skilled educators in the country. Advertising in *TechEdge* provides your company with direct access to the special niche audience of technology and education leaders throughout Texas.

Contact your Naylor representative today to secure your space!

For more information, contact:

Keisha Beard
Project Director
Naylor, LLC
502-749-3000
kbeard@naylor.com



Connecting you with TCEA members throughout the year!



TechEdge magazine
print edition

TechEdge magazine is published quarterly and contains information about TCEA events, how-to articles and descriptive commentary on technology in education, tips on the latest software and hardware, and more. **TechEdge** is **distributed to 11,000 TCEA members** for use as an information resource and purchasing guide.

This issue features bonus distribution at the 2012 TCEA Convention and Expo!



TechEdge magazine
digital edition

In addition to print, **TechEdge** is also available in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

To learn more about TCEA, visit:
www.tcea.org

TechEdge magazine – print edition

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

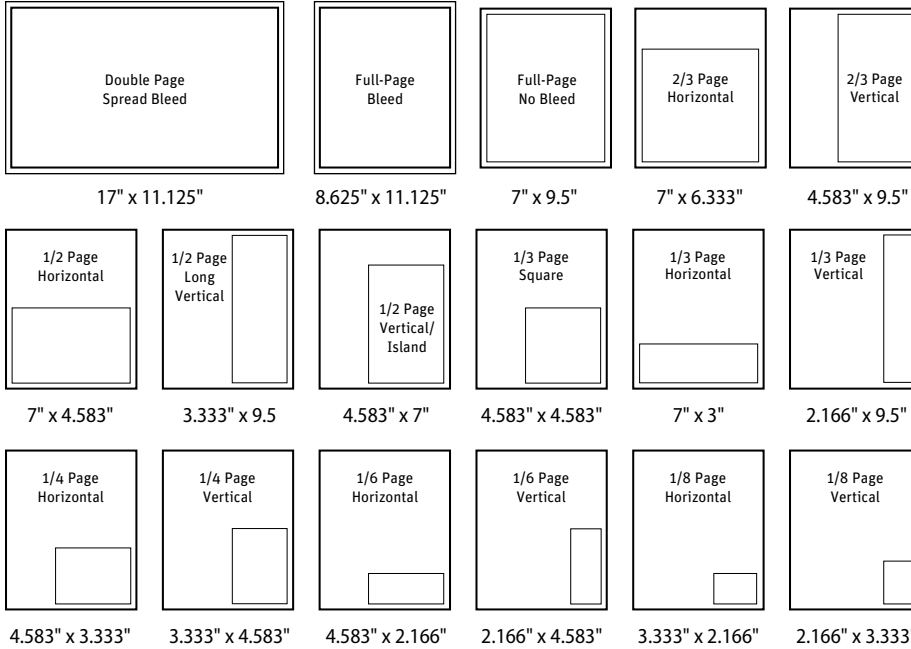
Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$ 3,639.50	\$ 3,279.50	\$ 2,909.50
Outside Back Cover	\$ 2,949.50	\$ 2,699.50	\$ 2,459.50
Inside Front or Inside Back Cover	\$ 2,709.50	\$ 2,459.50	\$ 2,219.50
Full Page	\$ 2,469.50	\$ 2,219.50	\$ 1,979.50
2/3 Page	\$ 2,119.50	\$ 1,909.50	\$ 1,699.50
1/2-Page Island	\$ 1,819.50	\$ 1,639.50	\$ 1,459.50
1/2 Page	\$ 1,559.50	\$ 1,399.50	\$ 1,249.50
1/3 Page	\$ 1,219.50	\$ 1,099.50	\$ 979.50
1/4 Page	\$ 929.50	\$ 839.50	\$ 739.50
1/6 Page	\$ 719.50	\$ 649.50	\$ 579.50
1/8 Page	\$ 569.50	\$ 509.50	\$ 459.50

Black-and-White Rates*	1x	2-3x	4x
Full Page	\$ 1,569.50	\$ 1,409.50	\$ 1,259.50
2/3 Page	\$ 1,349.50	\$ 1,209.50	\$ 1,079.50
1/2-Page Island	\$ 1,159.50	\$ 1,039.50	\$ 929.50
1/2 Page	\$ 999.50	\$ 899.50	\$ 799.50
1/3 Page	\$ 779.50	\$ 699.50	\$ 619.50
1/4 Page	\$ 589.50	\$ 529.50	\$ 469.50
1/6 Page	\$ 459.50	\$ 409.50	\$ 369.50
1/8 Page	\$ 369.50	\$ 329.50	\$ 299.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (TEA-Q0212)

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ad may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

TechEdge – digital edition

Digital Edition

In addition to print, *TechEdge* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertisers' website.



Extend your print advertising investment with the unique benefits of digital media:

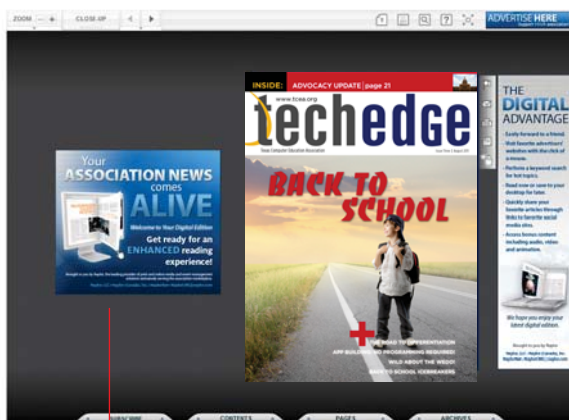
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- Navigate and magnify pages with one click.
- View issues instantly from most smart phones.
- Read the issue online or download and print for later.
- Share articles on third-party news and social networking sites.
- Use tabs to view archives, find a list of articles for one-click access, and more.

Ad Positions



eSponsorship | \$2,099.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



eToolbar | \$1,049.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

Ad "Jolt" Upgrade | \$309.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the animation.

- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Editorial Calendar:

Issue:	Ships:
Issue Two, May 2012	May 2012
Issue Three, August 2012	August 2012
Issue Four, November 2012	November 2012
Issue One, February 2013	February 2013



Editorial Focus:

- **Issue Two, May 2012** (TEA-Q0212)
Focus: "Technology in the Elementary Classroom"
- **Issue Three, August 2012** (TEA-Q0312)
Focus: "BYOD, RUP, Opening Up Your Network"
- **Issue Four, November 2012** (TEA-Q0412)
Focus: "Project-Based Learning"
- **Issue One, February 2013** (TEA-Q0113)
Focus: "Online Learning"

In Every Issue:

- TCEA at a Glance
- In the Classroom Column
- Leading with Technology Column
- Feature Articles
- Advocacy Update
- Professional Development Article

This editorial calendar/plan is tentative and subject to change.



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Accounting & Auditing Services | <input type="checkbox"/> Interactive Tools | <input type="checkbox"/> Software: Administrative/Business |
| <input type="checkbox"/> Administrative Software | <input type="checkbox"/> Interior Decorations | <input type="checkbox"/> Software: Instructional |
| <input type="checkbox"/> Assessment | <input type="checkbox"/> Internet Communications | <input type="checkbox"/> Special Education |
| <input type="checkbox"/> Association | <input type="checkbox"/> Lamination | <input type="checkbox"/> Teaching Aids |
| <input type="checkbox"/> Audio Visual Equipment | <input type="checkbox"/> Learning Labs | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Library Automation | <input type="checkbox"/> Temperature Controls |
| <input type="checkbox"/> Books & Book Supplies | <input type="checkbox"/> Lighting & Equipment | <input type="checkbox"/> Training & Consulting |
| <input type="checkbox"/> Computer Cabling | <input type="checkbox"/> Litter Receptacles | <input type="checkbox"/> Training Equipment |
| <input type="checkbox"/> Computer Hardware | <input type="checkbox"/> Local Area Networking | <input type="checkbox"/> Visual Display Products Technology |
| <input type="checkbox"/> Computer Lab Furniture | <input type="checkbox"/> Mathematics & Phonics Publishers | <input type="checkbox"/> Web-based Documentation |
| <input type="checkbox"/> Computer Peripherals | <input type="checkbox"/> Networking Products | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Computer Services | <input type="checkbox"/> Noise Control Products | _____ |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Office Equipment & Supplies | _____ |
| <input type="checkbox"/> Computer Supplies and Accessories | <input type="checkbox"/> Online Products | _____ |
| <input type="checkbox"/> Computer Systems | <input type="checkbox"/> Online Services and Resources | |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Paper Recycling & Shredding | |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Parent Education | |
| <input type="checkbox"/> Contents Restoration | <input type="checkbox"/> Performance Contracting | |
| <input type="checkbox"/> Curriculum Management Solutions | <input type="checkbox"/> Professional & Staff Development | |
| <input type="checkbox"/> Educational Adequacy Assessment | <input type="checkbox"/> Program Management | |
| <input type="checkbox"/> Educational Materials | <input type="checkbox"/> Publishers | |
| <input type="checkbox"/> Energy Assessments | <input type="checkbox"/> Pupil Transportation | |
| <input type="checkbox"/> Energy Management | <input type="checkbox"/> Recognition Plaques & Gifts | |
| <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Reference | |
| <input type="checkbox"/> Environmental Systems | <input type="checkbox"/> Safety Products | |
| <input type="checkbox"/> Facility Assessment | <input type="checkbox"/> School Furnishings | |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Security Systems and Surveillance | |
| <input type="checkbox"/> Geographic Information Systems | <input type="checkbox"/> Security: Desktop | |
| <input type="checkbox"/> Identification Cards | <input type="checkbox"/> Security: Network | |
| <input type="checkbox"/> Insurance Services | <input type="checkbox"/> Shelving & Storage | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20 = \$** _____

Initial: _____ **Date:** _____





TechEdge magazine – print edition

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with the Texas Computer Education Association and strongly encourage our members to do business with vendors that support our association. Members know they can confidently select the quality products and services featured within the official resources of TCEA.

Advanced Toolware
AMX/SchoolView
B. E. Publishing
Book Systems
Bytes of Learning Incorporated
Copernicus Educational Products, Inc.
Core Learning, Inc.
Dallas County Schools
Data Projections, Inc.
Epson America, Inc.
eRate 360 Solutions
ESC Region 5
Faronics
Gabbart Communications
In Demand Training Solutions (formerly DDC
Training Services)
Insight Systems Exchange
Insignia Software Corporation
Interior Concepts
Learning.com
Mackin Educational Resources
Measured Progress
Media Sign Pro
My Lesson Planner
Newbart Products, Inc.
NOVA Solutions, Inc.
Plasq LLC
SchoolDude.com
Skyward, Inc.
SMART Technologies
System Five
TEKVOX
The Gale Group
The Interlocal Purchasing System (TIPS)
Troxell Communications, Inc.
Vernier Software & Technology
Video Insight, Inc.
Virtual Desktop Technologies
Weekly Reader

We appreciate your support!