

2022 MEDIA KIT



The Education Center

Media Group

the Network Teachers Trust



Reach loyal, influential preschool and grade school teachers through digital advertising on TheMailbox.com.

Custom Solutions

Engage teachers, students, and parents with strategic marketing programs that blend creativity and content to build awareness and ROI.

We are The Education Center Media Group, a leading education media and marketing company that brings influential teachers and organizations together. Thanks to our network with over 45 years of built-in brand loyalty, TECMG is uniquely positioned to help your company, nonprofit, or association reach a committed, engaged, and responsive audience.

You won't find any one-size-fits-all thinking here. Our integrated media and content solutions are individually designed to reach teachers—and, through them, students and parents. With digital advertising, sweepstakes and contests, and inventive content created by our expert team of teacher editors, you'll soon see why our partners realize better results from us than any other marketing program.

Over 600,000 of today's teachers trust us to help them be their best. Trust us to make your message relevant for them.

There's a reason 73% of our advertisers come back again the next year. Actually, there are lots of reasons.

We know education.

Who knows teachers better than experienced teachers? We know how to create and promote programs that resonate.

We have the teacher influentials.

Our audience is comprised of active teachers who influence other teachers and parents.

We're focused on your success.

We build relationships and collaborate to create ingenious solutions that get results for you.

We customize our solutions.

Our creative team gets excited by every new challenge. Every custom content program is specially designed to meet our clients' goals and objectives.

Partners love us. *Here's why.*




Let's talk *about* teachers.

Teacher Influential

An enthusiastic, highly motivated teacher who others turn to for advice, and who has earned the trust of colleagues and parents. These teachers buy more than the average teacher, know what works, and use their influence to advocate for their favorite brands and causes.




The Mailbox brand has a  **91%** awareness rate among teachers nationwide.


 **95%** of our teachers are **female**.


Teachers spend  **\$3.5 billion** of their own money on school resources annually.

We reach **650,000 educators**, who reach **13 million students**, who reach  **17 million parents**.

Our teachers spend  **50%** more money than the average teacher on their classrooms.

 **99%** of our teachers **share** resources with colleagues.

 **98%** of our teachers **share** resources with parents.

 **94%** of our teachers use resources and lessons for **more than one school year**.

Teachers are on TheMailbox.com.

You should
be *too*.



TheMailbox.com by the Numbers

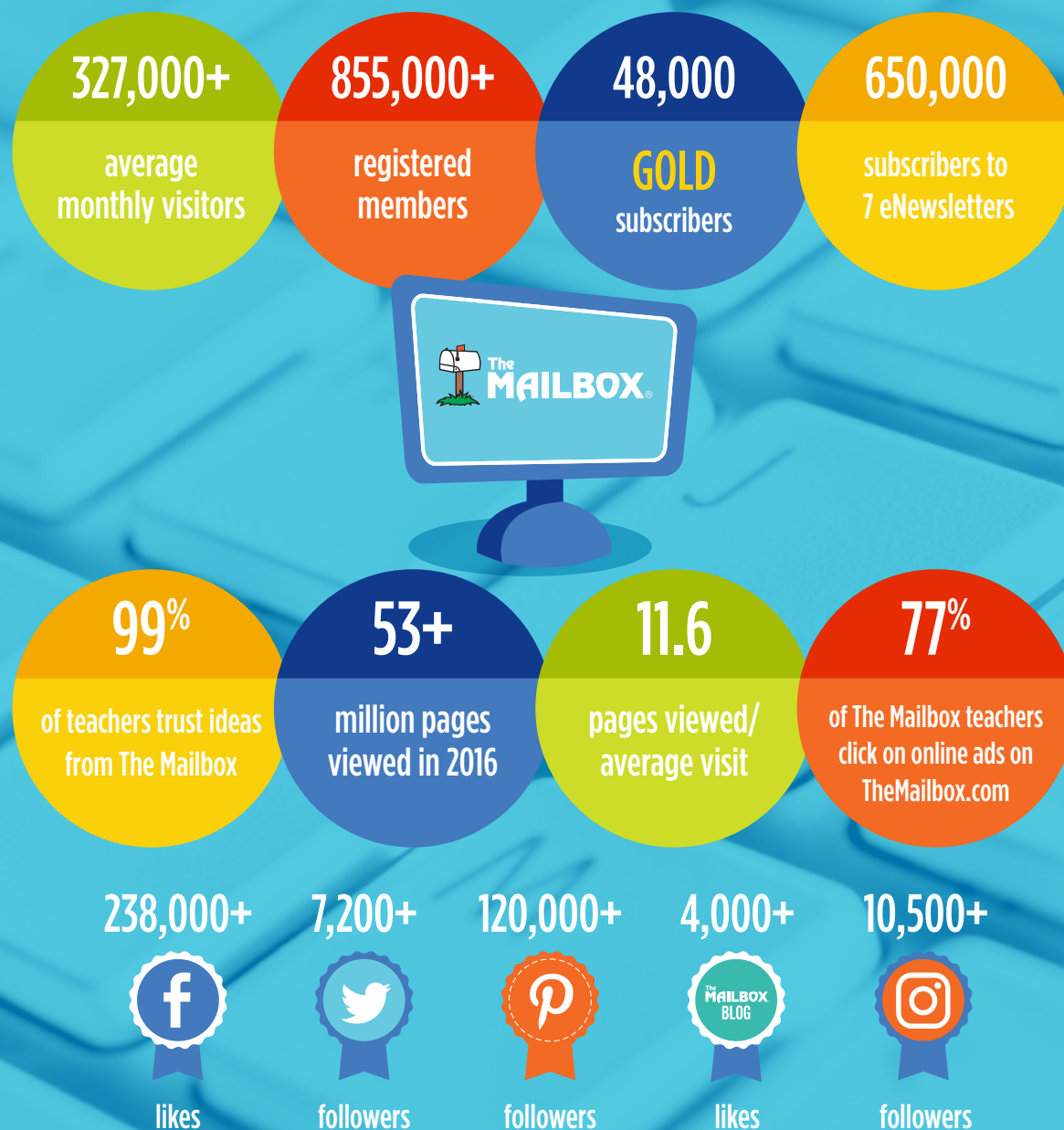
For 45 years, teachers have looked to The Mailbox for the best teaching resources. Now, eager eyes are searching TheMailbox.com for new ideas to help them motivate students and meet state standards. Plus they can't wait to try the latest resources, like our Gold digital planning experience. Be seen with digital advertising that promotes awareness for your organization, drives in new leads, and boosts sales.

DIGITAL DISPLAY ADS

EMAIL NEWSLETTERS

CONTEXTUAL ADS

SPONSORED CONTENT





See page 12 for full digital ad specs.

Digital Display Ads

We know how to make an impression—
TheMailbox.com delivers over 327,000+
unique views and 2 million total
impressions *per month*.

Leaderboard
728 x 90 and
Box 300 x 250:
\$20/M



eNewsletter Advertising

We know what teachers love—new ideas and activities they can use now. So that's what we give them every week with our eNewsletters. Over half a million subscribers watch their inboxes for the latest from The Mailbox.

eNewsletters

		Circulation	Cost (net per ad)
Early Childhood Newsletter Bundle	Arts & Crafts, Little Learners, & Prek Activities Enewsletters	100,000+ early childhood school teachers	\$2,500
Elementary Newsletter Bundle	Elementary Activities & Manage and Motivate Enewsletters	100,000+ elementary school teachers	\$2,500
Literature and Today's Standards Bundle	Read, Write, & Learn and Today's Standards Enewsletters	50,000+ elementary school teachers	\$1,250

Sponsored eBlasts

Our built-in brand loyalty plus your organization's content is a match made in marketing heaven. We'll send an eBlast featuring all content and messaging from you.

\$200 per 1,000 names; 25,000 name minimum



See page 12 for full eNewsletter specs.

Go
beyond
the reach
of advertising.





of teachers trust the ideas and activities on TheMailbox.com.



of The Mailbox teachers share resources with parents.



of The Mailbox teachers use posters in their classroom.



We now involve The Education Center in our brainstorming process as we develop new strategies and campaigns. Time and time again, they have met us where we were in the process, and taken our basic ideas to new heights without losing sight of our branding and original messaging.”

—Special Olympics

Custom Programs

This is where things get really fun.

TECMG will work with you to develop a program strategy and create an imaginative, completely original program that merges your message with educational content that reaches teachers, students, and parents.

Think sweepstakes. Microsites. Posters. Handouts. Lesson plans. Games. Or a combination. Or something completely different. Have an idea? Great. Have *no* idea? No problem—our team is ready to wow you with an amazing program that meets your objectives.

Creative Examples

Think of these as more of an inspirational starting point. We can do any, all, and more. Just talk to us about your goals, and we'll get to work.

CLASSROOM CONTENT

Our most popular solution. TECMG's experienced editors create standards-based lessons and activities aligned to your brand and strategic goals.

PARENT TAKE-HOME PIECES

Learning isn't limited to the classroom. Reinforce students' learning while sharing valuable lessons with the family. Extend your message beyond the classroom and exponentially raise your reach.

MICROSITE/LANDING PAGE

Generate new leads from educators with landing pages or microsites for contests, promotions, or other sign-ups.

CLASSROOM POSTERS

Become a classroom fixture. We'll combine vibrant imagery with your brand and educational content to create posters that teachers will put up in the classroom year after year.

RESEARCH

Let us help you measure teachers' attitudes and preferences or test the viability of new product launches. Our quantitative research is conducted through mail or email. Need more contextual results? We do qualitative research too, including focus groups.



Digital Ad Specifications

Banner Ad Requirements

Animated ads have a maximum of 3 rotations per ad.

COLOR: RGB

FORMAT: BMP, GIF, JPG, PNG, SWF

MAX FILE SIZE: 256 KB

Flash

Ads must be exported for Flash 8 or higher. For Flash 8 and 9, use this ActionScript code:

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

For Flash 10, make sure your button is named MyClickTagButton and use this ActionScript code:

```
MyClickTagButton.addEventListener(
    MouseEvent.CLICK,
    function():void {
        if (root.loaderInfo.parameters.clickTAG.substr(0,5) == "http:") {
            navigateToURL(
                new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank"
            );
        }
    }
);
```

Ad Type	Image Size
Leaderboard	728 x 90
Box	300 x 250
Expandable	728 x 90 / Expands to 728 x 415



EXPANDABLE LEADERBOARD



BOX

eNewsletter Ad Requirements

FORMAT: a static GIF or JPG

THIRD-PARTY TRACKING: Ads will not be run through third-party software. However, click-tracking URLs are acceptable.

Option	Image Size	Copy
1	400 x 400	Up to 50 words
2	400 x 310	Up to 15 words

eBlast Requirements

FILE NEEDED: One static GIF, JPG or HTML file

IMAGE SIZE: 600px wide

HTML SPECS: 600px wide. Some email clients strip out the <head> tag from emails, so please only use inline css styles.

PLAIN TEXT FILE: A text file that highlights the important points from your HTML file. Place links in the text file near the text they refer to.

Send online ad materials to Phillip Moore:

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