

# School Year 2016-2017

# EDUCATION WEEK

## Print, Digital, & Event Opportunities

*Education Week*, the most respected voice in education journalism for more than 30 years, offers extensive print, online, e-newsletter, webinar, and event opportunities that are sure to deliver your 2016 - 2017 school year district targets and align with your marketing plan. Rely on the *Education Week* family for all your branding, lead generation, direct response, and thought-leadership needs. See *back for details on special reports and sponsorships*.

| Issue Month | Issue Date | Reservations Due | Materials Due | Special Report & Tradeshow Bonus Distribution                                     | Webinars, Live Events, & Online Sponsorships   | e-newsletters                      |
|-------------|------------|------------------|---------------|---|--|------------------------------------|
| AUG – OCT   | 8/3        | 7/20             | 7/22          |   |  |                                    |
|             | 8/24       | 8/10             | 8/12          |   |  |                                    |
|             | 8/31       | 8/17             | 8/19          |   |  | EdWeek Update <sup>1</sup>         |
|             | 9/7        | 8/24             | 8/26          |   |  | Curriculum Matters <sup>2</sup>    |
|             | 9/14       | 8/31             | 9/2           |   |  | Teacher Update <sup>3</sup>        |
|             | 9/21       | 9/7              | 9/9           |   |  | Career Coach <sup>4</sup>          |
|             | 9/28       | 9/7              | 9/9           | <b>EdWeek Special Report: Moving The Needle on Achievement</b>                    | Moving The Needle on Achievement (Webinar)   | Digital Directions                 |
|             | 10/5       | 9/21             | 9/23          |   |  | Technology Update <sup>5</sup>     |
|             | 10/12      | 9/28             | 9/30          |   |  | Industry & Innovation <sup>6</sup> |
|             | 10/19      | 9/28             | 9/30          | <b>EdWeek Special Report: Personalized Learning</b>                               | Personalized Learning (Webinar)  | Common Core <sup>7</sup>           |
| NOV – JAN   | 11/2       | 10/19            | 10/21         |   |  |                                    |
|             | 11/9       | 10/19            | 10/21         | <b>EdWeek Special Report: The Changing Face of Literacy</b>                       | The Changing Face of Literacy (Webinar)  |                                    |
|             | 11/16      | 11/2             | 11/4          |   |  | EdWeek Update <sup>1</sup>         |
|             | 11/30      | 11/14            | 11/16         |   |  | Curriculum Matters <sup>2</sup>    |
|             | 12/14      | 11/16            | 11/18         | <b>EdWeek Mini Special Report: RTI 2.0</b>  | RTI 2.0 (Webinar)  | Teacher Update <sup>3</sup>        |
|             | 12/14      | 11/30            | 12/2          |   |  | Career Coach <sup>4</sup>          |
|             | 1/4        | 11/21            | 11/23         | <b>EdWeek Annual Report: Quality Counts 2017: Building ESSA's K-12 Foundation</b> | Quality Counts 2017 (Webinar)  | Digital Directions                 |
|             | 1/11       | 12/28            | 12/30         |   |  | Technology Update <sup>5</sup>     |
|             | 1/18       | 1/4              | 1/6           |   |  | Industry & Innovation <sup>6</sup> |
|             | 1/25       | 12/28            | 12/30         | <b>EdWeek Mini Special Report: Principal Pipeline</b>                             | Principal Pipeline (Webinar)   | Common Core <sup>7</sup>           |
| FEB – APR   | 1/25       | 1/11             | 1/13          | * TCEA  |  |                                    |
|             | 2/8        | 1/25             | 1/27          |   |  |                                    |
|             | 2/15       | 2/1              | 2/3           |   |  |                                    |
|             | 2/22       | 1/25             | 1/27          | <b>EdWeek Annual Report: Leaders To Learn From 2017</b><br>* AASA                 | Leaders To Learn From Recognition Event<br>Location: The Mayflower Hotel, Date: March 31 | EdWeek Update <sup>1</sup>         |
|             | 3/1        | 2/15             | 2/17          |   |  | Curriculum Matters <sup>2</sup>    |
|             | 3/8        | 2/22             | 2/24          |   |  | Teacher Update <sup>3</sup>        |
|             | 3/22       | 3/8              | 3/10          | * ASCD  |  | Career Coach <sup>4</sup>          |
|             | 3/29       | 3/8              | 3/10          | <b>EdWeek Special Report: Curriculum Resources</b>                                | Curriculum Resources (Webinar)   | Digital Directions                 |
|             | 4/5        | 3/22             | 3/24          |   |  | Technology Update <sup>5</sup>     |
|             | 4/19       | 4/5              | 4/7           |   |  | Industry & Innovation <sup>6</sup> |
| MAY – JUL   | 4/26       | 4/5              | 4/7           | <b>EdWeek Special Report: Smart Strategies for Teacher PD</b>                     | Smart Strategies for Teacher PD (Webinar)  | Common Core <sup>7</sup>           |
|             | 5/10       | 4/26             | 4/28          |   |  |                                    |
|             | 5/17       | 5/3              | 5/5           |   |  |                                    |
|             | 5/24       | 5/3              | 5/5           | <b>EdWeek Special Report: Assessment at a Crossroads</b>                          | Assessment at a Crossroads (Webinar)   | EdWeek Update <sup>1</sup>         |
|             | 5/31       | 5/17             | 5/19          |   |  | Curriculum Matters <sup>2</sup>    |
|             | 6/7        | 5/24             | 5/26          |   |  | Teacher Update <sup>3</sup>        |
|             | 6/14       | 5/17             | 5/19          | <b>EdWeek Annual Report: Technology Counts 2017: State of Digital Learning</b>    | Technology Counts 2017 (Webinar)   | Career Coach <sup>4</sup>          |
|             | 6/21       | 6/7              | 6/9           | * ISTE  |  | Digital Directions                 |
| 7/19        | 7/5        | 7/7              |               |   | Technology Update <sup>5</sup>   |                                    |

<sup>1</sup>EdWeek Update publishes daily  
<sup>2</sup>Curriculum Matters publishes bi-monthly  
<sup>3</sup>Teacher Update publishes every week

<sup>4</sup>Career Coach publishes monthly  
<sup>5</sup>Digital Directions Technology Update publishes every other week  
<sup>6</sup>Industry & Innovation publishes monthly  
<sup>7</sup>Common Core publishes monthly

**For more information:**

Sean Herdman, Associate Publisher, Sales & Marketing, sherdman@epe.org  
 or (301) 280-3100



## Moving The Needle on Achievement

(includes online opportunities)

Helping schools guide their students to live up to their potential remains one of the toughest tasks facing education leaders at the federal, state, and district levels. This special report will dive deep into the toolbox available to educators boosting school achievement in these critical areas, including the approaches and improvement programs that show promising results.



## Personalized Learning

(includes online opportunities)

Districts and educators are seeking to get the most out of new products and services that adaptive learning technologies have made possible while working to strike the right balance. This report will explore what districts should look for as they consider adaptive learning tools, what kinds of “analytics” tools education companies are adding, and the quest for strong but flexible data protection.



## The Changing Face of Literacy

(includes online opportunities)

The pervasiveness of digital technology in everyday life raises big questions about what literacy means in the 21st century and how teachers should be teaching and assessing it. This special report will look at the challenges and opportunities technology presents for reading instruction. How is the digital age affecting the way students read, and how can digital technology, in turn, be harnessed to help the teaching of reading?



## RTI 2.0

(includes online opportunities)

This mini-special report will sort out nuances surrounding the research to inform readers when RTI works, when it doesn't, how experts are revising it, and which of the newer iterations show promise.



## Quality Counts 2017: Building ESSA's K-12 Foundation

(includes online opportunities)

After a year of preparation, state and local policymakers have begun to firm up the infrastructure of their retooled K-12 systems under the blueprint laid out by ESSA. Under the new law, state and local officials must navigate a complex new relationship with the federal government—all while crafting accountability systems that will satisfy ESSA's mandates. This year's report will provide a comprehensive status on ESSA's implementation through the lenses of districts and states.



## Principal Pipeline

(includes online opportunities)

Traditional, university-based programs for principals often leave leaders ill-prepared for the realities of the job. Districts are tackling this challenge either by partnering with higher education institutions to recast/improve the provided preparation and/or setting up their own preparation programs. This report would examine the range of issues, challenges, and opportunities on the preparation aspect of the principal pipeline.



## Leaders To Learn From 2017

(includes online opportunities)

Our fifth annual report will spotlight district leaders and recognize forward-thinking education leaders, allowing them to share their ideas as drivers of innovation and improvement across the nation.



## Curriculum Resources

(includes online opportunities)

This special report will examine how districts, schools, and teachers are integrating new types of materials into their curricula, including how resource choices are made across school organizational levels along with the training/PD available on innovations in curriculum development and resource selection.



## Smart Strategies for Teacher PD

(includes online opportunities)

This report will examine the nuts and bolts of PD implementation while including case studies on schools/districts that have reworked their teacher-learning programs. Targeting district leaders and school instructional leaders, this report will also feature recent research on teacher PD implementation and effectiveness.



## Assessment at a Crossroads

(includes online opportunities)

ESSA shifts accountability to the states, by introducing the idea of testing students' social-emotional growth and allowing states to use the SAT and the ACT for accountability reporting. This special report will look at how states, districts, and schools are responding to the changing testing climate.



## Technology Counts 2017: State of Digital Learning

(includes online opportunities)

A new federal education law is now in place that establishes more flexibility for educational technology spending and a revised e-rate that opens the doors for the use of new technologies. This report will provide a broad, rigorous examination of the status of digital learning and where it is likely headed in the next few years.