

Online Education Media Kit



Mediaplanet specializes in the creation of content marketing campaigns released through multimedia platforms.

In collaboration with the United States Distance Learning Association (USDLA), Mediaplanet is releasing a campaign dedicated to the importance of introducing and promoting online education to current and new learners.

This campaign will provide real discussions, heartwarming stories and solutions on the burgeoning distance learning online landscape, targeting students and constituencies in the sectors of pre K-12, higher education, corporate, government, military, telehealth and home schooling—all of whom are seeking new opportunities to further their education and training. We will also address and debunk the stigmas and misconceptions associated with online education, and showcase that anyone, anywhere can attain an affordable, personalized and quality education.

How can you get involved and stand out—reaching millions and educating them on your programs? Become a sponsor!

PRINT DISTRIBUTION

- **Timing:** September 30, 2015
- **Circulation:** Approximately 250,000 copies of USA Today, 750,000 readers
- **Targeted Markets:** New York, Chicago, Los Angeles
- **Format:** Tabloid style; 8-16 pages
- **Industry Event:** 21st Annual Online Learning Consortium International Conference (Oct. 14-16)

DIGITAL DISTRIBUTION

- **Campaign website:** Posted on Mediaplanet’s social media platforms and on all partner’s websites and blogs, and social media channels.
- **Contextually targeted traffic:** On websites including CNN, Fast Company, Time Magazine, Huffington Post, and Forbes.
- **Press release:** Distributed to over 5,000 sites through 200 of the largest news websites. (Reuters, PR Businesswire, Yahoo!, CNBC, CNN, etc.)

CROSS PLATFORM PACKAGES

1 GOLD PACKAGE \$52,343

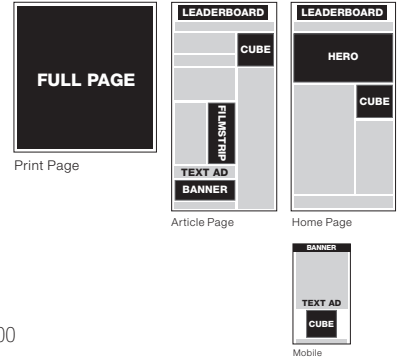
PRINT

- Full Page (9.75 x 10.25 inches)
- **DIGITAL / ARTICLE PAGE**
- Cube (300 x 250 pixels)
- Filmstrip (300 x 600 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

DIGITAL / HOME PAGE

- Hero (960 x 340 pixels)
- Leaderboard (728 x 90 pixels)
- Cube (300 x 250 pixels)

GUARANTEED ONLINE READERS: 20,000

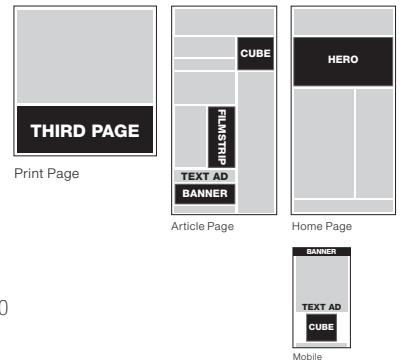


2 SILVER PACKAGE \$28,999

PRINT

- Full Color Third Page (9.75 x 3.35 inches)
- **DIGITAL / HOME PAGE**
- Hero (960 x 340 pixels)
- **DIGITAL / ARTICLE PAGE**
- Filmstrip (300 x 600 pixels)
- Cube (300 x 250 pixels)
- Banner (600 x 160 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

GUARANTEED ONLINE READERS: 12,500

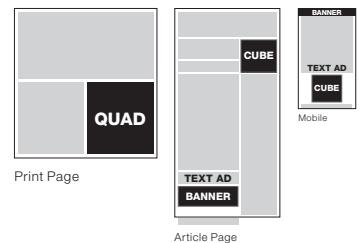


3 BRONZE PACKAGE \$16,558

PRINT

- Full Color Quad (4.79 x 5 inches)
- **DIGITAL / ARTICLE PAGE**
- Cube (300 x 250 pixels)
- Banner (600 x 160 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

GUARANTEED ONLINE READERS: 5,000



ALL CROSS PLATFORM PACKAGES INCLUDE

- Hard copies for PR/promotional use
- Full license to the digital campaign for promotional use
- Suggested social media verbiage
- Detailed analytics upon digital campaign’s conclusion
- Geotargeting available at an additional premium

*USDLA Members will receive a special 10% discount on listed rates.

RHONDA LE Head Publisher

Online Education Rate Card

PRINT



■ **BACK PAGE/PAGE 3**

\$24,580
(9.75 x 10.25 inches)

■ **FULL PAGE**

\$21,375
(9.75 x 10.25 inches)

■ **HALF PAGE**

\$13,892
(9.75 x 5 inches)

■ **THIRD PAGE**

\$9,617
(9.75 x 3.25 inches)

■ **FRONT PAGE BANNER**

\$8,550
(9.75 x 2 inches)

■ **QUAD**

\$7,480
(4.79 x 5 inches)

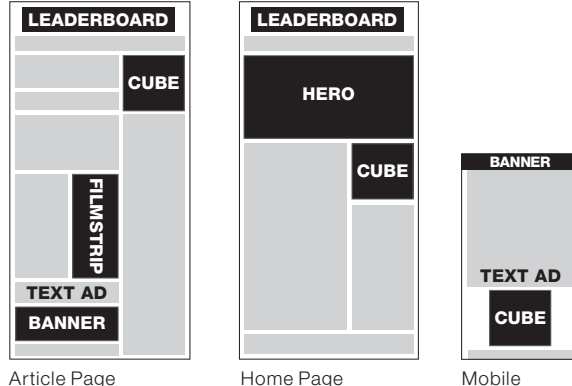
■ **BANNER**

\$5,342
(9.75 x 2 inches)

PRINT PACKAGES INCLUDE

- Hard copies for PR/promotional use
- Full license to the digital campaign for promotional use
- Distribution within: USA Today

DIGITAL



Article Page

Home Page

Mobile

■ **PACKAGE A: CORNERSTONE**

\$37,000

■ **ARTICLE PAGE**

- Filmstrip (300 x 600 pixels)
- Cube (300 x 250 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

■ **HOME PAGE**

- Hero (960 x 340 pixels)
- Leaderboard (728 x 90 pixels)
- Cube (300 x 250 pixels)

GUARANTEED READERS: 20,000

■ **PACKAGE B: HERO**

\$24,500

■ **ARTICLE PAGE**

- Filmstrip (300 x 600 pixels)
- Banner (600 x 160 pixels)
- Cube (300 x 250 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

■ **HOME PAGE**

- Hero (960 x 340 pixels)

GUARANTEED READERS: 12,500

■ **PACKAGE C: SECTION BRANDING**

\$12,000

■ **ARTICLE PAGE**

- Filmstrip (300 x 600 pixels)
- Banner (600 x 160 pixels)
- Cube (300 x 250 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

GUARANTEED READERS: 5,000

■ **PACKAGE D: BRAND PRESENCE**

\$7,000

■ **ARTICLE PAGE**

- Banner (600 x 160 pixels)
- Cube (300 x 250 pixels)
- Text Ad (140 characters including spaces)
- Mobile Banner (300 x 50 pixels)

GUARANTEED READERS: 2,500

DIGITAL PACKAGES INCLUDE

- Full license to digital campaign for promotional use
- Final analytics report after guaranteed readers are delivered in full
- Additional online distribution across a network of leading national publishers

*USDLA Members will receive a special 10% discount on listed rates.

RHONDA LE Head Publisher