

# Online Education

## Mediaplanet partners with USDLA

In collaboration with the United States Distance Learning Association, Mediaplanet is releasing a campaign dedicated to the importance of introducing and promoting online education to current and new learners. Today over 5.8 million students are enrolled in online courses, and even though that number continues to rise, the stigma against online education still exist that online or distance learning degrees are “less of a degree” than a traditional in classroom experience.

### Campaign Aim

This campaign will provide real discussions, heartwarming stories and solutions on the burgeoning 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 Science Informs the Stories On Hollywood's Silver Screen

STEM Entertainment is getting smarter thanks to a slew of science-based movies and television programs, and the experts who help ensure your favorites get the facts (mostly) straight.



HOUSTON, WE HAVE A PROBLEM: Matt Damon portrays the titular hero in *The Martian*.

If you watch television or go to the movies these days, chances are you're soaking in some science. Whether you're hearing about

### Sponsorship

A variety of print and digital sponsorship packages are available. Cross-platform packages include:

- Hard copies for PR/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 rates. See pages 2 and 3.

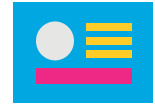
### Print Distribution

- **Timing:** September 30
- **Circulation:** Approximately 250,000 copies of USA Today, 750,000 readers
- **Targeted markets:** New York, Chicago, Dallas, Los Angeles, DC/ Baltimore, Kansas City (markets cover several additional states)
- **Format:** Tabloid, 8-24 pages

### Digital Distribution

- **Campaign website:** [educationandcareernews.com](http://educationandcareernews.com)
- **Social sharing:** Posted on Mediaplanet's social media platforms and on all partners' websites, blogs, and social media platforms.
- **Contextually targeted traffic:** Posted 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, such as Reuters, PR Businesswire, Yahoo!, CNBC, CNN, and more.

# Rate Card



## Storytelling Packages

Our personalized storytelling packages help readers form a personal connection with a brand, business, or product. From a sponsored article to a branded Twitter chat, these products inspire readers and help establish long-term brand loyalty.

### Platinum

\$70,159

- Print: premium full page of sponsored content
- Digital: 20,000 guaranteed readers
- Digital: video
- Digital: widget
- Digital: social media activity

### Gold

\$54,685

- Print: full page of sponsored content
- Digital: 10,000 guaranteed readers
- Digital: video
- Digital: widget
- Digital: social media activity

### Silver

\$42,842

- Print: half page of sponsored content
- Digital: 7,500 guaranteed readers
- Digital: video
- Digital: widget

### Bronze

\$29,153

- Print: half page of sponsored content
- Digital: 5,000 guaranteed readers
- Digital: widget

## Branding Packages

Every day Mediaplanet reaches smart, busy consumers who are searching for practical solutions for everyday obstacles. By placing traditional advertisements in a contextually relevant environment, we motivate and encourage readers to take action.

### Platinum

\$65,909

- Print: premium full page advertisement
- Digital: 20,000 guaranteed readers
- Digital: video
- Digital: widget
- Digital: social media activity

### Gold

\$46,610

- Print: internal full page advertisement
- Digital: 10,000 guaranteed readers
- Digital: video
- Digital: widget

### Silver

\$29,378

- Print: half page advertisement
- Digital: 7,500 guaranteed readers
- Digital: widget

### Bronze

\$16,958

- Print: banner advertisement
- Digital: 5,000 guaranteed readers
- Digital: widget

À la carte products and advertisements on page 3

All prices are NET and reflect 250,000 copies distributed within USA TODAY (tabloid) and digital distribution through Mediaplanet channels.

## À La Carte Branding: Print Placements

<b>Two Page Spread</b> (20.25" x 10.25")	\$42,748	<b>1/3 Page</b> (9.75" x 3.25")	\$9,617
<b>Back Page/Page 3</b> (9.75" x 10.25")	\$24,580	<b>Front Page Banner</b> (9.75" x 2")	\$8,550
<b>Full Page</b> (9.75" x 10.25")	\$21,375	<b>1/4 Page</b> (4.79" x 5")	\$7,480
<b>1/2 Page</b> (9.75" x 5")	\$13,892	<b>Banner</b> (9.75" x 2")	\$5,342
<b>1/3 Page Spread</b> (20.25" x 3.25")	\$16,725		

PRINT PAGES AND AD UNITS



## À La Carte Branding: Digital Placements

**Cornerstone** \$37,000

**Guaranteed readers:** 20,000

**Home page ads:** hero, leaderboard, medium rectangle

**Article page ads:** filmstrip, desktop banner, medium rectangle, text ad, mobile banner

**Hero** \$22,000

**Guaranteed readers:** 10,000

**Home page ads:** hero

**Article page ads:** filmstrip, desktop banner, medium rectangle, text ad, mobile banner

**Section Branding** \$12,000

**Guaranteed readers:** 5,000

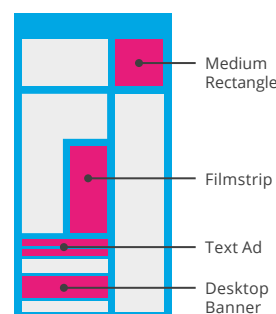
**Article page ads:** filmstrip, desktop banner, medium rectangle, text ad, mobile banner

**Brand Presence** \$7,000

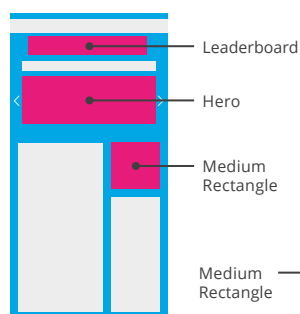
**Guaranteed readers:** 2,500

**Article page:** desktop banner, medium rectangle, text ad, mobile banner

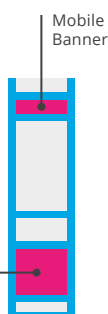
DESKTOP: ARTICLE PAGE



DESKTOP: HOME PAGE



MOBILE



Find spec sheets, file requirements, ad submission info and more resources online at [www.mediaplanet.com/en/advertise](http://www.mediaplanet.com/en/advertise).

## À La Carte Storytelling

For an additional price, Mediaplanet offers personalized storytelling products in place of traditional advertisements to help convey a brand, business, or product's goals.

<b>Sponsored Article</b>	<b>Sponsored Infographic</b>	<b>Video</b>	<b>Social Media Giveaway</b>	<b>Twitter Chat</b>	<b>Sponsored Online Widget</b>
+\$5,000	+\$6,500	+\$9,960	+\$4,500	+\$4,500	+\$1,500

All prices are NET and reflect 250,000 copies distributed within USA TODAY (tabloid) and digital distribution through Mediaplanet channels.