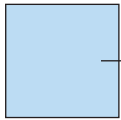
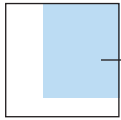
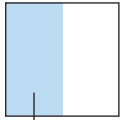
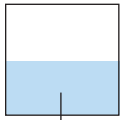


PRINT OPPORTUNITIES: CLASSROOM EDITION

SIZE	FREQUENCY	COLOR		B&W		
		Gross	Net*	Gross	Net*	
 <div style="border: 1px solid black; padding: 2px; display: inline-block;">Full page</div>	1x	\$15,600	\$13,260	\$13,000	\$11,050	
	3x	\$15,100	\$12,835	\$12,500	\$10,625	
	5x	\$14,800	\$12,580	\$12,300	\$10,455	
	9x	\$14,300	\$12,155	\$11,900	\$10,115	
Cover positions 2, 3 and 4 - Add 15%						
 <div style="border: 1px solid black; padding: 2px; display: inline-block;">Junior page</div>	1x	\$11,200	\$9,520	\$9,300	\$7,905	
	3x	\$10,900	\$9,265	\$9,000	\$7,650	
	5x	\$10,700	\$9,095	\$8,900	\$7,565	
	9x	\$10,300	\$8,755	\$8,600	\$7,310	
 <div style="border: 1px solid black; padding: 2px; display: inline-block;">Half page - V</div>	 <div style="border: 1px solid black; padding: 2px; display: inline-block;">Half page - H</div>	1x	\$9,000	\$7,650	\$7,500	\$6,375
		3x	\$8,700	\$7,395	\$7,200	\$6,120
		5x	\$8,500	\$7,225	\$7,100	\$6,035
		9x	\$8,300	\$7,055	\$6,900	\$5,865

ONLINE OPPORTUNITIES: TEACHER GUIDE

		Gross	Net*
Full page	1x	\$3,000	\$2,550
	3x	\$2,920	\$2,482
	5x	\$2,840	\$2,414
	9x	\$2,780	\$2,363
Front-page logo (with ad commitment)		\$500	\$425

ONLINE OPPORTUNITIES: WSJCLASSROOM.COM

AD SPACE	SIZE (PIXELS)	COST (MONTHLY) Net*
Home Page Featured Ad	250 x 250	\$1,500
Teacher or Student Leaderboard	728 x 90	\$700
Teacher or Student Hub	150 x 150	\$300

For information on customized educational marketing or advertising opportunities:

WSJclassroom.com | 877-219-1007 | classroom.advertising@dowjones.com

* Net is 15% less than gross rate

PARTNERSHIP OPPORTUNITIES

LEVEL	YOU RECEIVE	PRICE		VALUE
		Gross	Net	
<u>GOLD</u>	• 9 full-page ads in The Classroom Edition			\$128,700
	• Inclusion in full-page partnership ad in WSJ*			\$62,500
	• 7 full-page ads in the Teacher Guide			\$19,460
	• Logo recognition on 7 Teacher Guide covers			\$3,500
	• 200 class subscription sponsorships			\$19,800
	• WSJclassroom.com homepage ad for one year			\$13,500
	Total		\$156,000	\$132,600
<u>SILVER</u>	• 5 full-page ads in The Classroom Edition			\$74,000
	• Inclusion in full-page partnership ad in WSJ*			\$62,500
	• 3 full-page ads in the Teacher Guide			\$8,760
	• Logo recognition on 5 Teacher Guide covers			\$2,500
	• 100 school sponsorships			\$9,900
	• WSJclassroom.com leaderboard ad for one semester			\$3,500
	Total		\$116,000	\$98,600
<u>BRONZE</u>	• 3 full-page ads in The Classroom Edition			\$45,300
	• 3 full-page ad in the Teacher Guide			\$8,760
	• Logo recognition on 3 Teacher Guide covers			\$1,500
	• 50 school sponsorships			\$4,950
	• WSJclassroom.com hub ad for one semester			\$1,500
	Total		\$51,000	\$43,350

2009/2010 AD CLOSING & MATERIALS DEADLINES

September	October	November	December	January	February	March	April	May
8/5/2009	9/2/2009	10/7/2009	11/4/2009	12/9/2009	1/13/2010	2/10/2010	3/10/2010	4/7/2010

For more information, or to advertise:

WSJclassroom.com | 877-219-1007 | classroom.advertising@dowjones.com

*4 partners share a WSJ page worth \$250k

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