2021 Digital Media Kit

For ad information contact:
publications@cite.org
CALIFORNIA IT IN EDUCATION (CITE)

CITE serves the technology community of California’s public school systems from K-12 to some colleges and universities. CITE develops and refines standards for technology implementation, works to increase the awareness of state and federal funding opportunities, and keeps educational professionals current on technology trends.

Members and conference attendees include CTOs and Directors of Technology, Network Managers and Engineers, Data Base Administrators, Support, and Technicians. Classroom Teachers, Curriculum Directors, Administrators, and District and County Superintendents.

CITE’S (in)CITE

CITE’s (in)CITE is published quarterly. With a readership of over 25,000 people, (in)CITE provides our members and sponsors with cutting-edge information on issues concerning technology in California’s educational institutions. (in)CITE is distributed to our membership which consists of technology directors and staff in K-12 school districts. (in)CITE is now distributed digitally. This creates the potential for increased exposure and a larger reach to Superintendent offices and universities for use in the curriculum decision-making processes. With over 4.3k monthly visitors to the CITE website, (in)CITE is archived and easily shared across social media, newsletters, and forums.

WHY ADVERTISE?

Vendors and Partners in the educational technology community will benefit greatly by aligning themselves with CITE through advertising in this progressive publication. The goal of our publication is to further establish CITE as an authority to our California Legislature, California Department of Education, and to professional organizations in California and across the nation. Each publication will have articles authored by experts in fields that are directly related to our professional membership.

GUARANTEED SPECIAL POSITION

All ads are sold on a first-come, first-serve basis. Other than covers, a 15% surcharge on space will be added to secure preferred position. Otherwise, all space requests are accommodated at the discretion of the publisher and space available.

CONTACT FOR AD INFORMATION: PUBLICATIONS@CITE.ORG
SPONSORED CONTENT

Each issue features one full-spread sponsored content piece. Your piece should offer fresh, thoughtful commentary on issues relevant to education technology written by someone who has unique expertise or experience such as co-authoring with a school or district staff person. The writing should be accessible, compelling, and jargon-free.

Strive to inform and engage, but don’t advertise. Offering useful and actionable information in a lively and readable style will do far more to promote your brand than an old-fashioned marketing pitch. While it’s perfectly acceptable for you to mention your company’s work, try to broaden the focus to reference developments or trends happening in the industry and community. The more authentic and impartial your article, the more impact it will have.

Readers like engaging stories. Whenever possible, describe real people in real situations. Be specific and offer details. They should include links to topics, research, and other specific items that you’re discussing. If you cite a study, for example, please include a link to it.

CITE will prominently identify sponsored content in a manner that unambiguously alerts readers that such content is paid for and influenced by the sponsor. CITE may also reject or remove content that is inconsistent with CITE’s standards and policies or has the potential to do harm to CITE’s reputation or brand, as determined by CITE in its sole discretion.

Rates and Dimensions:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate 1X</th>
<th>Dimensions (size W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$2,100</td>
<td>(Live) 15.8 in” x 9.4” (Bleed) 17” x 11.127” (Trim) 16.75” x 21.75”</td>
</tr>
</tbody>
</table>

Mockups

Example

Mechanical Requirements
If advertisers choose to supply their own creative, creative must be camera-ready art, matching the exact dimensions of the specified ad, in one of the following formats. Content should not exceed 600 words. Please include a brief bio and headshot for your byline author. Design elements can be created for you upon request. Write the content yourself or contract CITE’s Ad Agency, Uptown Studios, to create it for you.

No other formats are accepted:
Press-quality PDF (with bleeds and crop marks on full-page ads only) or 300 dpi TIFF or EPS (must be original min. resolution).

How to Submit
To submit your sponsored content, send copy and high-res images to publications@cite.org.
(in)CITE ADS
Feature your organization on full, half, third, or quarter page ads. Sent to over 1700 CITE members, additional sponsors, colleges, and universities, your potential for exposure and brand awareness has been measured at 25,000 readers. With the (in)CITE being published digitally, ads are linked directly to your company’s website.

Rates and Dimensions:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate 1X</th>
<th>Rate 3X</th>
<th>Dimensions (size W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$2,100</td>
<td>$1,700</td>
<td>(Live) 15.8 in” x 9.4” (Bleed) 17” x 11.127” (Trim) 16.75” x 21.75”</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,500</td>
<td>$1,200</td>
<td>(Live) 7.4” x 9.4 in” (Bleed) 8.5” x 11” (Trim) 8.375” x 10.875”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,100</td>
<td>$950</td>
<td>Vert. 4.875” x 7.375 Horiz. 7.375” x 4.875”</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$800</td>
<td>$640</td>
<td>SQ. 4.875” x 4.875”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$600</td>
<td>$480</td>
<td>Vert. 3.375” x 4.875”</td>
</tr>
</tbody>
</table>

Mockups

FULL

SPREAD

1/2 H

1/3 V

1/2 V

1/4 V

Examples

Mechanical Requirements
If advertisers choose to supply their own creative, creative must be camera-ready art, matching the exact dimensions of the specified ad, in one of the following formats. Design elements can be created for you upon request. Write the content yourself or contract CITE’s Ad Agency, Uptown Studios, to create it for you.

No other formats are accepted:
Press-quality PDF (with bleeds and crop marks on full-page ads only) or 300 dpi TIFF or EPS (must be original min. resolution).

How to Submit
To submit your Journal Ads, send print-ready art to publications@cite.org.
PREMIUM POSITION PAGES

Score a spot in a coveted location with premium page positioning. Whether you are looking to make a splash on the inside front cover or a full spread on the inside back cover, premium positioning allows your organization more room to convey your message and leave a lasting impression upon CITE’s upwards 500 members, additional sponsors, colleges, and universities.

Premium Positions:
- Inside Front
- Inside Back
- Back
- Opposite the Executive Director’s message

Rates and Dimensions:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate 1X</th>
<th>Rate 3X</th>
<th>Dimensions (size W x H)</th>
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</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$2,900</td>
<td>$2,400</td>
<td>(Live) 15.8 in” x 9.4” (Bleed) 17” x 11.127” (Trim) 16.75” x 21.75”</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,300</td>
<td>$1,800</td>
<td>(Live) 7.4” x 9.4 in” (Bleed) 8.5” x 11” (Trim) 8.375” x 10.875”</td>
</tr>
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Press-quality PDF (with bleeds and crop marks on full-page ads only) or 300 dpi TIFF or EPS (must be original min. resolution).

How to Submit

To submit your Journal Ad, send print-ready art to publications@cite.org.

* No discounts applied to premium position pages.
SPONSORED SOCIAL MEDIA CONTENT

Looking to launch your next product or service right before the 2020 CITE Conference? Consider purchasing sponsored content posts on CITE’s social media channels. Facebook, Twitter, and LinkedIn combined, CITE earns a collective 656,700 impressions per year. Advertising your content on our channels would be an excellent way to tease your new launch right before the conference. Posts include an image and copy. The advertiser must include their own copy, but you are welcome to contract CITE’s advertising agency, Uptown Studios, to design creative for you.

Rates* and Dimensions:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Rate 1X</th>
<th>Rate 3X</th>
<th>Dimensions (size W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter (twitter.com/CITE)</td>
<td>$600</td>
<td>$480</td>
<td>440 x 200 pixels</td>
</tr>
<tr>
<td>LinkedIn (linkedin.com/company/CITE)</td>
<td>$500</td>
<td>$380</td>
<td>1104 x 736 pixels</td>
</tr>
<tr>
<td>Facebook (facebook.com/CITE)</td>
<td>$400</td>
<td>$180</td>
<td>1,200 x 630 pixels</td>
</tr>
</tbody>
</table>

*Rates are determined by the number of followers per platform.

Mechanical Requirements
If advertisers choose to supply their own creative, creative must be camera-ready art, matching the exact dimensions of the specified ad, in one of the following formats. Design elements can be created for you upon request. Write the content yourself or contract CITE’s Ad Agency, Uptown Studios, to create it for you.

No other formats are accepted:
Files in JPG format at 72 dpi.

How to Submit
To submit your sponsored social media content, send print-ready art to publications@cite.org.
2021 DEADLINES

Winter Issue*
**Issue Publication Date**: January 2021
Ad Sales Close: December 2020
**Advertising Art Due**: December 11, 2020

Spring Issue*
**Issue Publication Date**: May 2021
Ad Sales Close: April 2021
Advertising Art Due: April 16, 2021

Fall Issue*
**Issue Publication Date**: October 2021
Ad Sales Close: September 2021
Advertising Art Due: September 17, 2021

*Deadlines subject to change