

Alternative Education Resource Organization

417 Roslyn Road, Roslyn Heights, NY 11577-2620
(800) 769-4171 (toll-free) | (516) 625-3257 (fax) | www.EducationRevolution.org

Advertising Opportunities:

Education Revolution: The Magazine of Alternative Education

Education Revolution Magazine

Education Revolution Magazine is AERO's (Alternative Education Resource Organization's) primary publication and networking tool. Each issue of this quarterly magazine includes the latest news and communications from the alternative education world, as well as conference updates, job listings, book reviews, travel reports, and much more. With our readers' support we are helping to make learner-centered education available to all students throughout the world. We welcome your participation and involvement. *Education Revolution Magazine* is distributed to Barnes and Noble, Tower Books and independent stores in the U.S. and Canada.



We accept advertising that is related to our mission to expand learner-centered education.

AERO at a glance

The Alternative Education Resource Organization (AERO) is a non-profit organization founded in 1989 by education expert Jerry Mintz to advance learner-centered approaches to education. AERO is considered by many to be the primary hub of communications and support for educational alternatives around the world.

AERO's mission is: "Building the critical mass for the education revolution by providing resources which support self-determination in learning and the natural genius in everyone."

Towards this end, AERO provides information, resources and guidance to families, schools and organizations regarding their educational choices. AERO disseminates information, both nationally and internationally, on topics such as: home schooling, public and private alternative schools, and charter schools. AERO's long-term goal is to become a more effective catalyst for educational change by providing books, magazines, online services, consultations, support groups, and organizational information and seminars in the field of alternative education.

See page 2 for advertisement rates, information and deals

Alternative Education Resource Organization

417 Roslyn Road, Roslyn Heights, NY 11577-2620
(800) 769-4171 (toll-free) | (516) 625-3257 (fax) | www.EducationRevolution.org

Advertisement Information	Advertisement Rates and Deals
<p>Education Revolution Magazine is distributed to Barnes and Noble, Tower Books and independent stores in the U.S. and Canada. We have subscriptions that span the globe, with the majority of subscriptions in the US. We have an estimated readership of between 6,000-7,000.</p> <p>**Quarterly Magazine**</p> <p>EducationRevolution.org receives an average of 300-350 unique visitors per day, and 10,000 unique visitors a month. In the past 12 months we have received 120,000 unique visitors.</p> <p>The market: 1/2 of our readers are teachers/educators from grades k-12 and colleges/universities (90% of which are alternative in some nature). 1/4 of our readership comes from alternative schools/programs (large majority of which are based in the U.S) & the remaining quarter of our readers are comprised of students (many are home educated or attend alternative schools), parents, and other various individuals with ties to alternative education.</p> <p>Facts: There are an estimated 2 million home educated students, and 13,000 alternative schools in the United States alone. Among the alternative schools in our network are Montessori schools, Waldorf schools, charter schools, progressive schools, public and private alternatives, holistic schools, democratic schools, and more!</p>	<p>Prices, Description, Color and Size:</p> <ul style="list-style-type: none">✍ \$300 Full Page: Black & White 7.5" x 10"✍ \$200 Vertical Half Page: Black & White 7.5" x 5"✍ \$200 Horizontal Half Page: Black & White 7.5" x 5"✍ \$150 Quarter Page: Black & White 3.75" x 5"✍ \$2,000 Back Cover: Color 7.5" x 5"✍ \$1,000 Interior Covers: Black & White 7.5" x 10"✍ Other Sizes Available by Request*** <p>Special Deals:</p> <ul style="list-style-type: none">⇩ 5% off all ads with a half-year agreement⇩ 10% off all ads with a full-year agreement⇩ \$100 off total when purchasing both print & web advertising. <p>Web Advertising:</p> <p>Web ads cost \$300 / quarter for a banner ad of 468 x 60 pixels (negotiable). We can produce an ad for you for \$75 per hour.</p> <p><i>See page 3 for submission deadlines and contact information</i></p>

Alternative Education Resource Organization

417 Roslyn Road, Roslyn Heights, NY 11577-2620
(800) 769-4171 (toll-free) | (516) 625-3257 (fax) | www.EducationRevolution.org

Submission Deadlines:

Spring Issue: ***January 27th, 2006***
Summer Issue: ***April 17th, 2006***
Fall Issue: ***July 17th, 2006***
Winter Issue: ***October 16th, 2006***

Contact Information:

Jerry Mintz

Advertising Sales Manager

Address:

417 Roslyn Road
Roslyn Heights, NY 11577-2620

E-mail:

info@educationrevolution.org

Phone:

(800) 769-4171
(516) 621-2195

Fax:

(516) 625-3257

Website:

www.educationrevolution.org

AERO – Education Revolution Magazine
(800) 769-4171 - info@educationrevolution.org