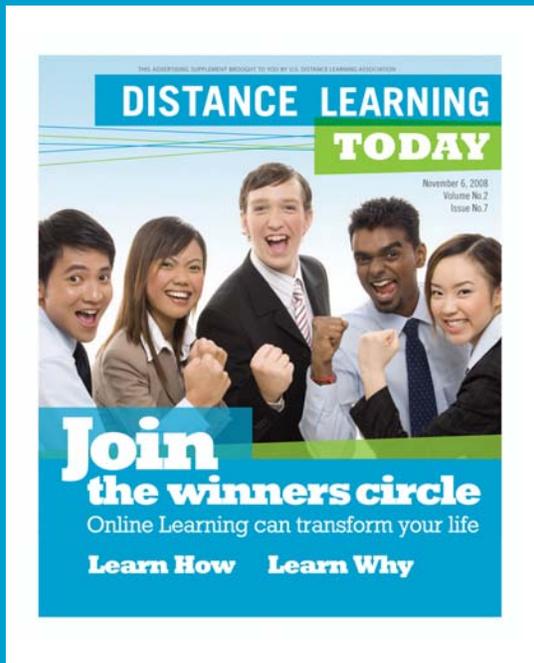


# DISTANCE LEARNING TODAY



## MEDIA KIT 2 0 0 8

NEXT ISSUE: NOVEMBER 6, 2008

A QUARTERLY EDUCATION ADVERTISING SUPPLEMENT TO

 **USA TODAY**

SEPTEMBER 9, 2008 (p)

[WWW.DLTODAY.NET](http://WWW.DLTODAY.NET)

 **USDLA**  
UNITED STATES DISTANCE LEARNING ASSOCIATION

Welcome to Distance Learning Today, a quarterly supplement to USA TODAY, published in partnership with the United States Distance Learning Association. Distance Learning Today is the only publication that reaches out to the rapidly growing number of online learners with relevant articles and information.

A recent national survey conducted among business leaders showed that 83 percent strongly believe that a degree earned online is as credible as a degree earned through a traditional, campus-based program. That is a tremendous endorsement for online learners, and demonstrates the vigor and completeness of online programs and the self-discipline and motivation of all online students. The USDLA realizes that distance learning is a phenomenon that will continue to grow, and that both students and institutions need insights and guidance to take personal and professional advantage of distance learning. That is what we are doing with this magazine and our website [www.dltoday.net](http://www.dltoday.net).

Our November 6 issue will be published in conjunction with the news and celebrations surrounding National Distance Learning Week. That should provide added stimulus to that issue. And we have put online at [www.dltoday.net](http://www.dltoday.net) a comprehensive guide for current and potential online learners. This site provides our advertisers with an excellent supplemental advertising opportunity.

Advertising in Distance Learning Today is a unique opportunity for any organization seeking to grow their online "business. We urge you to consider Distance Learning Today very carefully, and inquire as to our various packages and media buying efficiencies.



**JOHN G. FLORES, Ph.D.**

*CHIEF EXECUTIVE OFFICER,*  
**UNITED STATES DISTANCE  
LEARNING ASSOCIATION**



**MEDIA  
KIT**  
2 0 0 8

# USA TODAY CIRCULATION

**NOVEMBER 6 ISSUE:  
CIRC: 1,299,254**

ALABAMA**	OKLAHOMA
ARIZONA	OREGON
ARKANSAS	SOUTH DAKOTA
CALIFORNIA	TEXAS
COLORADO	UTAH
FLORIDA***	WASHINGTON
IDAHO	WEST VIRGINIA**
ILLINOIS	WISCONSIN
INDIANA**	WYOMING
IOWA	
KANSAS	
KENTUCKY**	
LOUISIANA	
MICHIGAN	
MINNESOTA	
MISSISSIPPI**	
MISSOURI	
MONTANA	
NEBRASKA	
NEVADA	
NEW MEXICO	
NORTH DAKOTA	
OHIO**	

\* ALL BUT WESTERN PANHANDLE  
\*\* SPLIT BETWEEN EAST & WEST  
\*\*\* WESTERN PANHANDLE ONLY



## THE POWER OF USA TODAY

## THE MOMENTUM OF DISTANCE LEARNING TODAY

USA TODAY with its broad reach is the most read nationally circulated newspaper in the country.

Throughout the country, USA TODAY readers are educated, affluent and ambitious professionals who understand the advantages of their own and their families' education.

**Distance Learning Today tells them how to do that, with the flexibility of being online anywhere, anyplace and, in most cases, anytime.**

USA TODAY delivers upscale, mobile opinion leaders who are a perfect fit for distance learning.

**Distance Learning Today is the only magazine that caters to this audience... motivated individuals that are committed to gaining knowledge to improve both their professional skills and lifestyles. And distance learning gives them that opportunity.**

A recent survey by Excelsior College/ Zogby International survey of over 1,500 CEOs and business owners confirmed that 83% strongly believe a degree earned via distance learning is as credible and valid as one earned via a traditional campus-based program.

A green square logo with the text "MEDIA KIT" in white, bold, sans-serif font, and "2008" in a smaller white font below it.

MEDIA  
KIT  
2008



# ADVERTISING INFORMATION

## DATES:

ISSUE DATE	SPACE CLOSE	MATERIAL CLOSE
Thursday, Nov. 6, 2008	Sept. 29, 2008	Oct. 08, 2008

For more information and to place advertising in the next issue of Distance Learning Today, please contact Marilyn Maccio at the DLT sales firm, Suburban Office Services at 800-915-6877 or [mmaccio@suburbanoffice.com](mailto:mmaccio@suburbanoffice.com).

# MECHANICAL AD SPECS.

Supplement size is 8-1/4" wide x 9-7/8" high

SIZE	NON-BLEED AD SIZES
Full Page	7.625" W x 9.125" H
2/3 Page (Horz)	7.625" W x 6.0" H
2/3 Page (Vert)	5.0" W x 9.12" H
1/2 Page (Horz)	7.25" W x 4.5" H
1/3 Page (Horz)	7.25" W x 3.0" H
1/3 Page (Vert)	2.31" W x 8.875" H
1/4 Page	3.73" W x 4.5" H
1/6 Page	2.43" W x 4.5" H

## Important Production Information for Distance Learning Today

- Please note...Distance Learning Today is a non-bleed publication.
- High-resolution pdfs are the preferred method of delivery. When creating the pdf, please set it to: PDF/X-1A.
- PDF file should be no larger than 6mb for emailing. Please email file to [dltoday@bkoadv.com](mailto:dltoday@bkoadv.com).
- If sending art files...Adobe Creative Suite 3 or Quark 6.5 formats supported. Please collect all files: images in tiff or eps format, **must be at least 300 dpi**, and all fonts.
- Images must be in CMYK format; **PMS spot colors are not supported**.
- Internet screen shots and MS PowerPoint images are **not acceptable** in ad layouts.
- CD ROM or DVD, please forward to Bob Fane, Brown Kelly O'Neill, 79 Fifth Avenue, NY, NY 10003

**MEDIA  
KIT**  
2008

## DISTANCE LEARNING TODAY ONLINE ADVERTISING

Advertisers in Distance Learning Today are given the opportunity to advertise on our content focused website.....[www.dltoday.net](http://www.dltoday.net)

Just provide us with materials for your banner ads following these specifications.

### Sizes

All sizes are IAB standard sizes; you can send us more than one size.

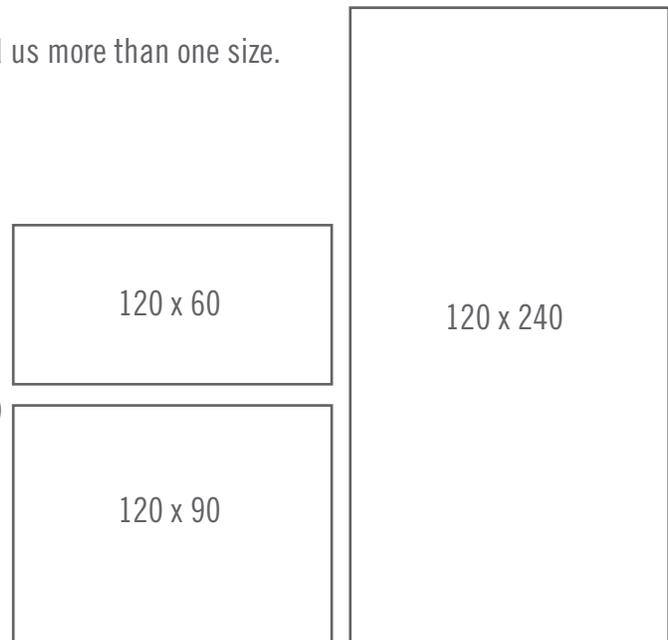
120 x 60  
120 x 90  
120 x 240

These file sizes must be less than 100K

### Delivery

Please send us .gif file or .jpeg or .swf (flash)

Please email file to [dltoday@bkoadv.com](mailto:dltoday@bkoadv.com)



For more information on Distance Learning Today online banner advertising, please contact Marilyn Maccio at the DLT sales firm, Suburban Office Services at 800-915-6877 or [mmaccio@suburbanoffice.com](mailto:mmaccio@suburbanoffice.com)

## INSERTION ORDER

DATE:

Please send Insertion Order to:

CLIENT:

Marilyn Maccio, Suburban Office

CONTACT:

Services, 115 Joseph Lane, Dix Hills,  
NY 11746

TITLE:

Phone: 800-915-6877

TELEPHONE:

FAX:

Fax: 631-242-8058

E-MAIL:

E-Mail:

mmaccio@suburbanoffice.com

ADDRESS 1:

If you have questions or need further  
information please contact:

ADDRESS 2:

Bob Fane, BKOP, 79 Fifth Avenue,  
New York, NY 10003

CITY, STATE, ZIP

Phone: 212-367-3915

Fax: 212-367-3917

ISSUE DATE:

E-Mail: bfane@bkoadv.com

SPACE SIZE:

AMOUNT:

LAYOUT:

AMOUNT:

B/W OR COLOR:

AMOUNT:

POSITIONING:

AMOUNT:

OTHER:

AMOUNT:

SPECIAL INSTRUCTIONS:

This represents a contract between advertiser and/or ad agency and Distance Learning Today and is binding pursuant to rules and regulations of the current rate card.

MATERIAL DUE DATE:

SIGNATURE:

PRINT NAME &amp; TITLE:

DATE: