

## Technology & Learning Community *In Print, Online and In Person*

K-12 state, district and school leaders see technology as the #1 strategic asset in improving student achievement. However, the market is complicated by federal and state mandates, funding, and a lengthy purchasing cycle. These are just a few major obstacles in technology implementation districts nationwide.

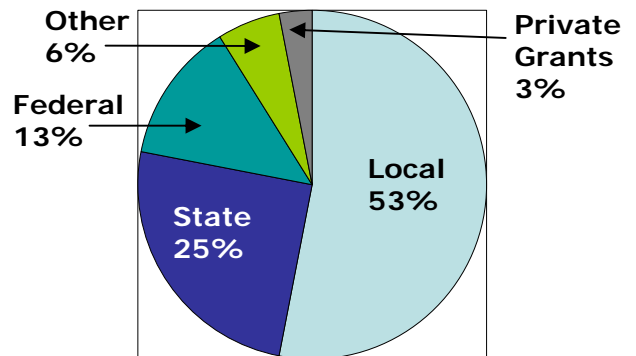
### Solution:

In 2008, the challenges continue with technology funding, a growth in market size, and a continued urgency for technology implementation in public schools. That's where the Technology & Learning Community comes in... We are the #1 resource tool for education technology decision makers. Our audience turns to us for information about new products, reviews and funding to buy these products for their districts. Our advertisers get directly in front on these purchasers to showcase their products and solutions, **in print, online, and in person.**

### Market Size

- **3.7 million in K-12 Education Market**
  - 177,000 Administrators
  - 20,399 Technology/Media Coordinators
  - 84,974 Librarians/Media Specialists
  - 3,346,063 Teachers
- **54.4 million Students**
- **14,500 School Districts**
  - 111,000 Schools

### Funding Sources for Technology



### Purchasing Process:

**Brand Specifiers / Influencers / Recommenders:**  
technology coordinators, IT managers, and teachers



**Buyers:** CIOs, CTOs, technology directors, technology coordinators, IT managers, principals, superintendents, and school boards/business officials



**Approvers:** CIOs, CTOs technology directors, administrators, curriculum directors, technology coordinators, media specialists, and librarians

### Fast Facts:

- **Over \$5 Billion spent on Technology in 2007**
- **New State Funding Opportunities (CA, MA, NC etc)**
- **Funding Projection Increase to \$467 Billion by 2011**

Source: Technology & Learning October 2007 Marketing Report

For more information please contact Allison Knapp (West Coast Sales) at [aknapp@nbmedia.com](mailto:aknapp@nbmedia.com) or Joe McDonough (East Coast Sales) at [jmcdonough@nbmedia.com](mailto:jmcdonough@nbmedia.com).