



ADVERTISING INFORMATION



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Introduction

Purpose

Following is some general information about Maestro Learning and Flink Learning. Please contact your sales representative for a custom proposal to meet your specific needs.

Background

Maestro Learning

Maestro Learning, Inc., an educational technology company, was incorporated in 1999 as a successor company to Intentional Educations, one of the country's oldest developers of educational print material and educational software. For more than twenty years Intentional Educations successfully developed dozens of print materials, from basal textbooks to educational activity books for parents, and hundreds of software products. From the bestselling *Bank Street Writer*—more than one-million units sold!—to instructional products for kindergarten to college-age software programs, Instructional Educations worked with more than 95 educational and consumer publishers, such as Houghton Mifflin, IBM, Tom Snyder Productions, Discovery Channel, Scholastic, Broderbund, and The Learning Company. Both Intentional Educations and Maestro Learning were founded by Dr. Peter Dublin, who is still its President. The company's headquarters are in Cambridge, MA.

Flink Learning

Flink Learning is a business unit within Maestro Learning and was organized in 2007. It is an Internet business selling downloadable activities to parents using an iTunes model. It has organized its over 4,000 interactive activities for children in Grades K-5 into eighteen different subscriptions, ranging in price from \$9.95 to \$19.95. In addition to the activities, Flink Learning also includes a subscription to FlinkMake, a unique application that enables parents and teachers to create their own software activities without programming.

MaestroLearning.com and FlinkLearning.com

Media and links



TWITTER
People will follow Dr. Peter Dublin on Twitter; Tweets will link to articles on Newsletter.



NEWSLETTER
Weekly newsletter sent to everyone who registers on www.flinklearning.com and maestrolearning.com; display ads in each issue.



FACEBOOK
Weekly articles about downloadable activities; Facebook will link to articles on Newsletter.



MAESTRO LEARNING WEBSITE
Social networking site focused on downloadable educational software activities and archiving articles; display ads on all pages.



FLINK LEARNING WEBSITE
Store where people purchase subscriptions will be the main recipient of Internet marketing efforts; display ads in all pages.

Demographics

Flink Learning and Maestro Learning have an email list of over 3,000 opt-in registrants. In addition there are 1,700 unique visitors per month on www.flinklearning.com. We do not have demographic data for the recently started social networking site, www.maestrolearning.com, but we are currently inviting our subscribers to join it.

Current demographics consist primarily of families with young children in the K-5 grade groups. We will use Quantcast to gather demographic information for both the maestrolearning.com and flinklearning.com web sites.

Electronic Advertising Opportunities

How it works

1. You only pay for impressions you actually receive (for ads).
2. You prepay for a certain number of impressions, so you control your budget.
3. Ads rotate until you have exhausted your prepaid impressions.
4. We can determine start and stop dates for your campaigns.
5. Your ads can be GIF, JPEG or rich media.
6. We will help you design ads that attract more click-throughs. Additional fees may apply.
7. You will receive weekly reports.
8. We have adopted the standards of the Interactive Advertising Bureau (IAB).
9. Value added features include promotion of your message through FaceBook, Twitter, and other social networking sites.

Banners

Ad Zone	Appears in	Size	Cost	Example
Flink Learning web site	Right-hand column	Half Banner (IAB) 234 x 60	\$.05 / impression	\$100 = 2,000 impressions
Maestro Learning web site	Right-hand column	Half Banner (IAB) 234 x 60	\$.05 / impression	
Newsletter	Right-hand column	Half Banner (IAB) 234 x 60	\$.05 / impression	

Terms: Prepaid. Payments under \$500 must be paid by credit card or PayPal. Customers may pay amounts over \$500 by check.