

THE TESOL ENGLISH LANGUAGE BULLETIN

REACH

30,000

EXPERTS IN ENGLISH LANGUAGE TEACHING AND LEARNING

EACH WEEK

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**SANS** Software and Network Solutions, is a leading provider of instructional technology for spoken and visual languages.

**tesol** international association **english language bulletin** a weekly news bulletin from tesol international association

**New TESOL website coming in April**  
**TESOL** [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#)  
 Coming this April, the TESOL website will look and feel a whole lot better. It's just one of the many ways TESOL will improve the look and feel of its communications with members. These initiatives will support TESOL's ongoing effort to provide relevant and timely information to all its members, and to facilitate networking and knowledge-sharing in TESOL's global community. [MORE](#)

**Santillana** We strive to deliver the highest-quality second language programs, literature, and professional development services.

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**ADULT EDUCATION**

**Why digital literacy matters to newcomers in Canada**  
**The Ottawa Citizen** [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#)  
**Canada:** Who doesn't know this? Information technology has changed the way Canada lives, learns and works. A new kind of 'digital literacy' has emerged that puts demands on all of us, no one more than the immigrant to Canada. In response, the world of immigrant settlement and language instruction in Canada is changing at the same wild pace as other fields, and information technology is having a big impact on how newcomers learn English or French and adapt to life in Canada. [MORE](#)

**K-12 EDUCATION**

**Teaching English in Costa Rica — Advice from an ESL professional**  
**The Costa Rica News** [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#)  
**Costa Rica:** At first glance, teaching English as a second language seems perfect. It's a job that pays you to expand your travel horizons. Little formal training is required, and the plus side is that if you're already fluent in English. It's also true that Costa Rica currently has a high demand for ESL teachers. However, before you book your one-way ticket, there are some things you should consider. Costa Rica is currently a hot spot for foreign development. [MORE](#)

**EIKEN** The Society for Testing English Proficiency (STEP), Inc.

**Tougher New Mexico graduation exam a concern for ELLs**  
**Education Week** [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#)  
 The test all New Mexico high school students must pass to graduate soon will be replaced with a more difficult test, and it may have some unintended consequences for English-language learners (ELLs). The competency test, which is written at an eighth-grade level, is being replaced with the eleventh-grade version of the Standards Based Assessment test (SBA). New Mexico students take the SBA annually to determine adequate yearly progress. [MORE](#)

**LANGUAGE AND EDUCATION POLICY**

**Schools transitioning to new core English, math standards**  
**The Newnan Times-Herald** [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#)  
 States such as Georgia that have signed onto common core state standards in English language arts and math are moving forward with little resistance, though full implementation is several years away for most of them, a new report from the Center on Education Policy released finds. According to Karen Barker, Ph.D., director of elementary education for the Coweta County School System, the school system is trying to ensure that it's part of that transition process as the state moves forward with adoption of the new standards. A "precision review committee" is being formed at the state level to review the common core standards, Barker said. [MORE](#)

**ESL ReadingSmart**  
 ESL ReadingSmart is an innovative, standards-based English language-learning program founded on a unique instructional design. It is easily implemented as a student-centered, stand-alone application, or a blended learning environment that integrates online student work and classroom instruction. [MORE](#)

**PRODUCT SHOWCASES**

**Educational Testing Service** **University of Michigan Press** **American Federation of Teachers, AFL-CIO**

**ETS** ETS is the leader in global English language assessment, developing and administering more than 6.2 million TOEFL® and TOEIC® tests annually. The TOEFL® test measures the ability to communicate English in academic settings. [More info](#)

**ESL/ELL MICHIGAN** The University of Michigan Press has been publishing high-quality language development tests for more than 50 years. Michigan is the publisher of the well-loved Reader's Choice and many other EAP and academic skills materials. Michigan also publishes teacher training and resource books, including the prestigious Teaching Multilingual Writers Series. [More info](#)

**aft** The American Federation of Teachers was founded in 1916 to represent the economic, social and professional interests of teachers. It is affiliated to the AFL-CIO. It represents nearly 3,000 local affiliates nationwide, 43 state affiliates and 1.5 million members. [More info](#)

**tesol** international association **TESOL English Language Bulletin** [Recent issues](#)  
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MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

G CURRENT PROMOTION

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**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
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Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



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Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**



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Text **five word headline**  
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Landing Page Text **50 word product description**  
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THE TESOL ENGLISH LANGUAGE BULLETIN, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO TEACHERS AND ADMINISTRATORS AT ALL EDUCATIONAL LEVELS WITH AN INTEREST IN TEACHING ENGLISH TO SPEAKERS OF OTHER LANGUAGES.

The TESOL English Language Bulletin tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of professionals or experts in English language teaching and learning for speakers of other languages worldwide. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

THE TESOL ENGLISH LANGUAGE BULLETIN  
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# TOP TEN REASONS TO ADVERTISE IN THE TESOL ENGLISH LANGUAGE BULLETIN:



## CREDIBLE SOURCE

For over 45 years, our members have turned to the association as the informational authority of the industry. Advertising in the TESOL English Language Bulletin solidifies your place among weekly information provided to TESOL members.



## TARGETED DISTRIBUTION

Advertising in the TESOL English Language Bulletin allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



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Subscribers to the TESOL English Language Bulletin have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, the TESOL English Language Bulletin ensures your ad will be seen weekly by our 30,000 subscribers.



## AFFORDABLE

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The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the TESOL English Language Bulletin.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.