

2017–2018

Recruitment Calendar

Print, Online, and e-Newsletter Publishing Schedule

Partnering with TopSchoolJobs allows recruiters access to high performing K-12 educators and professionals in district central offices, schools, and K-12 organizations nationwide through 34 issues of *Education Week*, 51 weeks of e-newsletters, 24/7 online exposure on edweek.org and TopSchoolJobs.org, online job fairs, and more.

Issue Date(s)	Materials Due	Editorial Inserts & Special Reports	Bonus Exposure: Live Events & Tradeshows
8/23	8/11		
8/30	8/18		
9/6	8/25		
9/13	9/1		
9/20	9/8		
9/27	9/15	EdWeek Special Report: Schools and the Workforce	
10/4	9/22		
10/11	9/29		
10/18	10/6	EdWeek Special Report: Engaging and Motivating Students	
10/25	10/13		
11/1	10/20		
11/8	10/27	EdWeek Special Report: Personalized Learning	
11/15	11/3		
11/29	11/10	EdWeek Special Report: Improving School Facilities & Technology	TCEA
11/29	11/17		TCEA
12/13	12/1		
1/10	12/8	EdWeek Special Report: Trends and Big Ideas in Education	
1/17	1/5	EdWeek Annual Report: Quality Counts 2018: Part 1 - Grades	FETC
1/24	1/12	EdWeek Special Report: Recruiting & Keeping Good Teachers	TCEA
2/7	1/26		
2/14	2/2		
2/21	2/9	EdWeek Annual Report: Leaders to Learn From 2017	AASA
2/28	2/16		
3/7	2/23		
3/7	2/23	EdWeek Special Report: Special Populations: ELL's, Spec Ed.	ASCD
3/21	3/9		ASCD
3/28	3/16	EdWeek Special Report: ESSA Update	
4/11	3/30		
4/18	4/6	EdWeek Annual Report: Technology Counts 2018	
4/25	4/13		
5/2	4/20		
5/9	4/27		
5/16	5/4		
5/23	5/11	EdWeek Special Report: Gateways to STEM	
5/30	5/18		
6/6	5/25	EdWeek Annual Report: Quality Counts 2018: Part 2 - Finances	
6/13	6/1		
6/20	6/8		ISTE
7/18	7/6		ILA

Reach thousands of potential candidates by recruiting in the *Education Week* e-Newsletters with an inline text banner ad. Options available include:

EdWeek Update: every business day
 Industry and Innovation: every 2nd Wednesday
 Curriculum Matters: every other Saturday
 Teacher Update: every Thursday

Digital Directions Technology Update: two Thursdays each month
 Career Coach: every 2nd Fri.
 Common Core Update: every 4th Wednesday (3rd Wed. in Nov. & Dec. only)
Dates and topics are subject to change.