

## FOR IMMEDIATE RELEASE

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### **TECHLEARNING.COM AWARDED EDUCATION STANDARD OF EXCELLENCE FROM WEB MARKETING ASSOCIATION**

SAN BRUNO, CA (September 11, 2009) – *Tech & Learning* magazine's Web site, TechLearning.com, has been awarded an Education Standard of Excellence in the Web Marketing Association's 2009 WebAwards. The site previously won the award in 2006.

"We're honored to have our Web site recognized with this prestigious award," says Kevin Hogan, Editorial Director of *Tech & Learning*. "Our editorial staff, bloggers, and Web team work hard to make the site not just easy to navigate, but loaded with the latest edtech news in the industry. We've watched our online TL community grow increasingly involved and enthusiastic over the past year, so we appreciate the additional validation that we're doing things right."

TechLearning.com scored higher than industry average in six of the seven criteria that each site is judged: design, innovation, content, technology, interactivity, copywriting, and ease of use. Judges said the site had "excellent content" and was "clean, believable, [and] solid." "They handle the magazine presentation really well; something most sites do poorly," one judge said. Judges also noted the Tips and Product Reviews sections, as well as the Digital Edition feature on the home page.

The WebAward caps off a banner year for *Tech & Learning*. In addition to the Standard of Excellence Award, *Tech & Learning* magazine won two regional gold awards for Best How-To Article and Best Special Section from the American Society of Business Publication Editors in their annual competition. *T&L* also was a

finalist in the Western Publishing Association's annual "Maggie" Awards for Best Computer Trade Journal, Most Improved Publication, and Best How-To Article.

### **About Web Marketing Association's WebAwards**

Founded by the Web Marketing Association in 1997, the WebAwards is the standards-defining competition that sets industry benchmarks for the best Web sites based on the seven criteria of a successful Web site. The goal of the WebAwards is to provide a forum to recognize the people and organizations responsible for developing some of the most effective Web sites on the Internet today. Beyond validation, entrants benefit from a Web site assessment by a professional judging panel, which provides specific feedback on how each site ranks against standards of excellence. For more information, visit [www.webaward.org](http://www.webaward.org).

### **About *Tech & Learning***

For nearly 30 years, *Tech & Learning* has been -- and continues to be -- the leading resource for K-12 leaders. Its publications, Web sites and events provide factual and evaluative information on trends, products, and strategies to educators who purchase technology products in their districts and schools. *Tech & Learning*, published by NewBay Media LLC, delivers the highest quality content and essential resources to manage, train, and teach technology. For more information, visit [www.TechLearning.com](http://www.TechLearning.com).

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