Ad Placement and Rates Guide

1. Top-of-Page Banner Ad

| | <u>1 mo.</u> | 3 mo. | 6 mo. | 1 year |
|-----------------|--------------|-------------|-------|--------|
| Home Page | \$50 | \$100 | \$150 | \$200 |
| Letters Page | \$35 | \$75 | \$100 | \$150 |
| Any Other Page* | N/A | \$50 | \$75 | \$100 |

^{*}Articles and pages dating further back than 2008 are considered heritage items in their original form, and are not available for new ad placements.

www.eslminiconf.net/lateautumn2011/index.html





ESL MiniConference

Your Ad Here
Top of Page Banner

Late Autumn Issue, 2011

"A Few More Skills to Integrate: Teaching ESOL for Intercultural Competence" by Alvino E. Fantini, Ph.D.

... Despite many important advances in our field over the years, intercultural concerns remain primarily within special interest groups. A more effective response to these concerns, however, must involve our collective efforts. As Sercu (2006) proposes, we may

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2. Top-of-Sidebar Ad

| | <u>1 mo.</u> | 3 mo. | 6 mo. | 1 year |
|-----------------|--------------|-------------|-------|--------|
| Home Page | \$40 | \$75 | \$100 | \$125 |
| Letters Page | \$25 | \$60 | \$90 | \$100 |
| Any Other Page* | N/A | \$25 | \$50 | \$75 |

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ESL MiniConference

Are NYC (and Kansas) Schools Meeting the **Needs of Mexican-American Students?** An Alternative Explanation for High School **Dropout Rates**

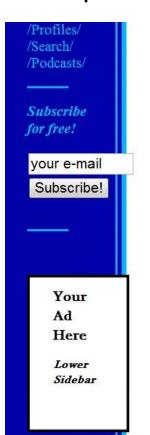
Dr. Robert Bruce Scott is an advocate for multicultural high school students with special needs in Kansas. His 25 years of experience in cross-cultural learning include teaching high school English and journalism at Kickapoo Nation School in Powhattan, Kansas; teaching middle school ESL and advising the high school

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3. Lower-on-Sidebar Ad

| | <u>1 mo.</u> | 3 mo. | 6 mo. | 1 year |
|-----------------|--------------|-------|-------|-------------|
| Home Page | \$25 | \$40 | \$60 | \$75 |
| Letters Page | \$20 | \$35 | \$50 | \$60 |
| Any Other Page* | N/A | \$25 | \$40 | \$50 |

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3. What does a teacher trainer need to be able to do?

Here's what the blog "Training ELTeachers" says about the book resources available.

"Books specifically for teacher trainers are few and far between. There's probably a good reason for this. It's a niche market as far as publishers are concerned and then there's the issue of who/where/what/why are you training which means writing a book to help every context is even more complex than trying to write a course book that will serve everyone."

There is one book available from Cambridge, Teacher Training Essentials. I have just purchased the book and so have no reflections as yet, but from the description,

"This book of ready-to-use teacher training workshops is designed to provide a bank of perfectly planned and structured sessions with accompanying photocopiable worksheets. The sessions develop trainees' and teachers'

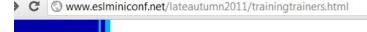
Ad Placement and Rates Guide

4. Text Link Ad

Text link

| | <u>1 mo.</u> | 3 mo. | 6 mo. | 1 year |
|-----------------|--------------|-------|-------|--------|
| Home Page | N/A | N/A | N/A | N/A |
| Letters Page | N/A | N/A | N/A | N/A |
| Any New Article | \$50* | \$50* | \$50* | \$50* |

*Text links are a one-time rate of \$50 and of course the text link remains on the page indefinitely. Please contact esiminiconf.net if the link destination changes and needs to be re-coded (free).



- Focused on "training," but not exclusive of teacher development and education.
- Practical in other words, can be implemented in short training courses.
- Appropriate considers the needs and capabilities of the teacher trainees, possibly non-native speakers of English.
- 4. Contextually whole could be equally applied to trainees in Thailand or Spain

What's the rationale? Jack Richards wrote a book called Beyond Training in which he elaborated how he progressed from the "procedural and managerial aspects of teaching,...to the beliefs, knowledge and thinking that underlie their successful use." (Richards, 1998) I would suggest that "effective teaching practices and competencies" should not be