

SCHOOLSWEEK.CO.UK | @SCHOOLSWEEK

What is Schoo

A NEWSPAPER DEDICATED TO PUTTING SCHOOLS FIRST

Schools Week has quickly become a primary source of news for professionals working across the schools sector. Its rapidly growing presence in the community is rare for a newspaper in its first year, but is a clear indication of bigger things to come over the coming years.

Schools Week is a weekly printed newspaper that readers know will not hold back in providing them with investigative and indepth news articles.

The editorial team is packed with talented and experienced journalists and under the guidance of editor Laura McInerney, readers know that the paper will ask the tough questions, find the debatable point, tell the difficult truth and always put schools first.

The newspaper is read by a highly influential and aspirational demographic from across the schools sector in England. From school head teachers to multi-academy trust executives, from school governors to school business managers and from public relation professionals to teachers; we are proud of the diverse readership that we have engaged in a short period.

Schools Week prides itself in being the first to report on the news that matters and in the space of just over 30 editions it has become part of the sector's daily routine — whether that be checking schoolsweek.co.uk for the latest breaking news stories, reading through the weekly newspaper on a Friday morning, or scouring through the job ads (plus the online jobs board) for the latest career opportunities.

The newspaper has come a long way. The team has expanded. The stories have become bigger and juicier. The weekly website audience has grown at an incredible pace, from hundreds to tens of thousands a week. The recruitment advertising section has grown. And our creative opportunities for our display clients have engaged well known sector brands such as OCR, City and Guilds and Pearson, enabling them to engage with an influential audience.

As Schools Week is aimed at influencers, aspiring leaders and decision makers, the title communicates on a weekly basis with a highly influential and targeted audience.

The title is distributed to individual subscribers and on a multiple subscription basis (whereby whole organisations subscribe), as well as are key decision makers within the sector.

This, coupled with the newspaper's expert sector knowledge and regular specialist supplements, events and sponsorship opportunities gives you unrivalled channels when reaching out to influential members of the schools community.

Thank M.

Shane Mann managing director Lsect Ltd (publisher of Schools Week)



@SCHOOLSWEEK | NEWS@SCHOOLSWEEK.CO.UK | WWW.SCHOOLSWEEK.CO.UK



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JOHN DICKENS T:0203 051 4286 @JOHNDICKENSSW john.dickens@schoolsweek.co.uk



SENIOR REPORTER

FREDDIE WHITTAKER T: 020 3432 1392 @FCDWHITTAKER fwhittaker@schoolsweek.co.uk

)s Week

THE EDITOR



Laura McInerney taught in East London for six years, starting out as a TeachFirst participant and finally as an Advanced Skills Teacher. After writing a book in 2011, The 6 Predictable Failures of Free Schools...and How To Avoid Them, she spent the next two years in the US studying education policy on a Fulbright Scholarship.

During this time Laura regularly wrote features for LKMCo, and the New Statesman and she stills writes a monthly Guardian column.

Laura's superpowers include encyclopedic knowledge of past education secretaries and the ability to stop a year 9 boy in his tracks with just a stare.



LAURA MCINERNEY

T: 020 3051 4284 | @MISS_MCINERNEY laura.mcinerney@schoolsweek.co.uk



BILLY CAMDEN T: 020 3051 4287 @BILLYCAMDEN billy.camden@schoolsweek.co.uk

DO YOU HAVE A STORY?

However big or small, if you have information or a story you think our readers would be interested in, then please get in touch. For press releases make sure you email our news email account, and don't be afraid to give us a call.

news@schoolsweek.co.uk

020 3051 4287

Who reads Sc.

A HIGHLY INFLUENTIAL AND TARGETED AUDIENCE

Our weekly printed newspaper is read by highly engaged, aspirational and influential audience. From school head teachers to multi-academy trust executives, from school governors to school business managers and from public relation professionals to teachers; we are proud of the diverse readership that we engage. As *Schools Week* is wholly aimed solely at the schools sector, the title communicates on a weekly basis with a highly influential and targeted audience.

Schools Week takes you to the edges and the heart of educational information and debates: to the places where political, philosophical and economic discussions are inescapable and to the real-life experiences where tears of dread and joy are shared. Schools Week gives more access than other similar publications to the backroom influences on education – the think-tanks and policy creators – enabling teachers and leaders to lift the veil of naivety from school management."

Lisa Pettifer – Head of Teacher Development, NAHT I probably shouldn't admit this, but *Schools Week* is the only newspaper I routinely read cover to cover. It does two things I love: proper old-style investigative journalism and beautiful data analytics. Both these things



Rebecca Allen - Head of Datalab

Schools Week has fast become essential reading for anybody involved in education. It is hard-hitting,

investigative and inquiring and really gets to the core of the issue. *Schools Week* Has become the first place I turn to for the low down on the latest education issue."

Henry Stewart- co-founder, Local Schools Network

SCHOOLS WEEK SUBSCRIBERS BY JOB ROLE 26% MANAGERS 17% HEADTEACHER 9% ASSISTANT/ DEPUTY HEADS 9% OTHER



AREYOU LOOKING FOR YOUR NEXT ROLE? YOUR SEARCH FOR A NEW CAREER STARTS HERE...

schoolsweek.co.uk/jobs The Schools Week newspaper and online content is aimed atteachers with a broad interest in education policy and finance,as well as aspiring, middle & senior managers, leaders and governors across the whole school sector in England. If you are one of these, then our online jobs board will assist in securing you that next education career step.

JOBS

How can the Schools Week Job Board help with your search?

 Includes the latest jobs from acro schools sector so you don't miss new opportunities

Specialises in mid-senior mana

roles making sure advertised re relevant to your search

 Easy to navigate, making you simple and stress-free

 No need to register in order roles, meaning the applicati

SCHOOLSWE

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quick and confidential - (1)

A newspaper dedicated to the schools sector

HOME JOB SEARCH

JOBS

The latest jobs in the further education & skills

earch jobs

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SCHOOL



RECRUITMENT DVERTISING



I don't just read *Schools Week* because it has an unrivalled nose for the sort of education news story that I need to know about. It's features, reviews and expert pieces keep me up to date and make me think more deeply about the education issues of the moment. Schools Week is sharp, smart and sassy and I wouldn't be without it."

Rachel Gooch - @Schoolduggery, prolific edu-tweeter

RECRUITMENT ADVERTISING

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instance Primary School II looking for a talented at instance to take our school forward frace Good (s. O. Your chaterings will be to derive the highest an index delivering an education in ...

Recruiting the right staff is never an easy process.

At *Schools Week* we aim to ensure that we kick start your recruitment campaign by advertising your role with a simple, affordable and effective campaign.

Our recruitment section is located at the back of the newspaper and is simple to navigate. Our online jobs board has been developed with the job seeker and recruiter in mind.

Recruitment advertising needn't cost a small fortune and money is tight in our sector. That's why at *Schools Week* we offer schools that subscribe to our newspaper unlimited free online recruitment advertising.

We don't have an over-complicated pricing structure and

you don't pay a penny more for composite adverts. If you are placing a half page advert or larger we can even design the advert for you free of charge.

Expedience and attention to detail are integral when recruiting. You won't have to wait hours for any requested edits to be made to any online postings. We will make them whilst you are on the phone.

Online advertising starts from just £95, with a featured listing costing just £250 that includes having your vacancy tweeted directly from the @schoolsweek Twitter account. To discuss recruitment advertising further, email or give us a call – we will be happy to discuss your needs.

Schools Week recruitment advertising is: SIMPLE | AFFORDABLE | EFFECTIVE

UNLIMITED FREE ONLINE ADVERTISING

As a title fully engaged with the schools sector we understand that money is tight. That is why at *Schools Week* we offer all of our subscribers unlimited free online recruitment advertising and discounts on print recruitment advertising.

How do advertise my organisation's roles for free?

- Offer available to new and existing Schools Week subscribers only
- At least one member of staff within the organisation must subscribe to *Schools Week*. Organisations cannot benefit from the subscriptions of other organisations within their group or trust.
- Simply email your online listing in a word document along with your organisations logo to advertising@schoolsweek.co.uk
- All free listings part of this offer is published as basic listings. The listing can be upgraded to a featured listing at the reduced cost of £155.
- Fair usage policy applies and the offer maybe limited to 30 roles per month per organisation

Schools Week reserves the right to withdraw this offer at any time without notice and at our discretion may refuse to honour this offer. This offer expires at the end of the academic year 2015/16, unless otherwise stated.



CK 2015-16



	BASIC Free for subscribers £95PM	FEATURED £155 For Subscribers £250PM	FEATURED JOB OF THE WEEK £500PW	PRINT From £300
FULL COLOUR ADVERT IN PRINT				•
FREE ADVERT DESIGN			•	٠
ONLINE LISTING	•	•	•	•
COMPANY LOGO	•	•	•	•
COMPANY BIO	•	•	•	•
APPLY NOW BUTTON	•	•	•	•
UNLIMITED TEXT	•	•	•	•
UNLIMITED ATTACHMENTS	•	٠	•	•
FEATURED LISTINGS		٠	•	•
TWEETS TO OVER 15,500 @SCHOOLSWEEK FOLLOV	VERS •	٠	•	
EMAILED OUT IN WEEKLY JOBS EMAIL		٠	•	•
TOP POSITION IN WEEKLY JOBS EMAIL			•	
LARGE FEATURED BUTTON ON EACH SCHOOLSWE	EK.CO.UK PAGE FO	R ONE WEEK	•	
BANNER ADVERTS ON OUR ONLINE JOBS BOARD			•	

Schools Week has improved my Friday mornings, because I know that all the issues I have been following closely that week will be summarised cogently, without bias and with a lightness of touch. It is the only publication which does that and in my opinion has become "unmissable" within a few short months. I wish it had been around when I was at the beginning of my career as I can see how much it must help those new to the profession develop an understanding of the issues confronting the sector."

Ros McMullen – CEO of Leaf Academy Trust

PRINT ADVERTISING

Schools Week is a superb platform from which to engage with potential applicants for your vacancies. Your recruitment adverts will effectively reach and engage with our niche and engaged audience.

We pride ourselves on being honest and flexible with all our customers. Our inhouse team are here to offer you a wide range of creative solutions to help advertise your job role. Your account manager will understand your needs and will work with you to ensure that your advert looks great and gives off the right message to potential candidates.

Print recruitment advertising starts from £300, for a three by five advert. Our pricing is simple to understand. You choose the space that you require and decide how you want to fill it. There are no additional charges for composite adverts.

All adverts that are inserted in the paper also receive a free featured job advert, worth £250. This will ensure that your advert has the widest possible reach.

Our experienced graphic designers can also design the advert for you.

BENEFITS OF PRINT Tangibility readers are more engaged when reading printed material Credibility print adverts provide a greater sense of legitimacy Branding prominent brand exposure and recognition Target Marketing effectively reach the learning and skills audience More Engaging readers typically read the detail and don't just skim

Schools Week employs professional designers and for an additional cost can produce materials where required. FROM

*Free design of print adverts is only available for adverts greater than 16 by 8 (half page).

DEADLINES

Published every Monday throughout term-time Booking deadline Wednesday before at 5pm Artwork deadline Thursday before at 1pm

5 REASONS TO USE Schools Week

An engaged and targeted audience Schools Week is targeted at those who work within the Schools community in England. Our

readers are typically of middle to senior level within a school or organisation, so you can be confident that you are advertising to a bright and influential audience.

Simple and clear pricing

Our pricing is straightforward. There are no additional charges for leadership roles, additional information or links on online jobs or composite adverts in print.

Quick turnaround

We have a dedicated team that will upload your online jobs quickly and when amendments are required we can do those while you're on the phone. We even take care of the jobs being posted online. You send us the details you want posting and we take care of the rest.

3–

Dedicated account manager

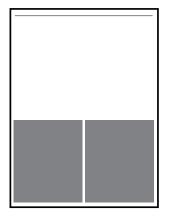
You will have a dedicated account manager who will be responsible for your advertising, from enquiry to your advert closing. They will get to know you and your organisation and know what will work best for the role you are recruiting to.

Job adverts in the paper - not a supplement

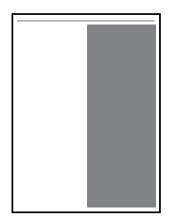
Your job advert will appear within the classifieds section of *Schools Week*. We don't have additional supplements for adverts.



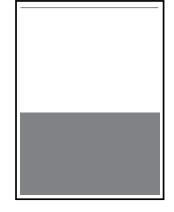
RATES



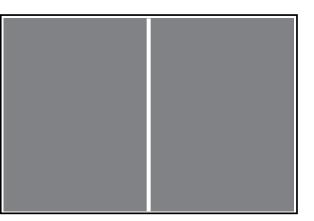
QUARTER PAGE 129mm(w) x 165mm(h) £1,280



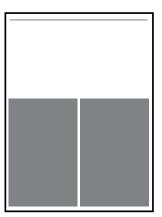
HALF PAGE VERTICAL 129mm(w) x 330mm(h) £2,560



HALF PAGE 262mm(w) x 165mm(h) £2,560



FULL PAGE 262mm(w) x 330mm(h) £5,000



20 X 4 129mm(w) x 200mm(h) £1,600

All prices are subject to VAT

PRODUCTION GUIDELINES FOR THE SCHOOLSWEEK NEWSPAPER:

Files must be supplied in Adobe PDF format.

All fonts should either be embedded or converted to outlines within the design package. All colours should be converted to CMYK. All graphics should be at least 300dpi to ensure high-quality printing. For best results please ensure any text is at least 5mm from the edge of the item. All files must be constructed to the exact dimensions of the booked space. NB* NO BLEED, CROP MARKS or additional white space for the newspaper. This does not apply to supplements.

DPS

£10,000

545mm(w) x 345mm(h)

TO ADVERTISE WITH US Call the sales team today on 0208 1234 778

I read *Schools Week* for the great investigative journalism, and the paper's close attention to educational policy. *Schools Week* keeps me up to date on breaking developments, and plays an important role in holding policymakers to account"

Professor Becky Francis – King's College London



MEDIA PACK 2015-16

schoolsweek.co.uk

ONLINE

The recruitment section of our website, schoolsweek.co.uk, is easy to navigate and only hosts adverts associated with the school sector.

Our website has more than 165,000 visitors a month and over 15,500 Twitter followers (@schoolsweek).

Undeniably, the *Schools Week* website is an effective platform from which to advertise your roles.

Online advertising can be booked independent of the newspaper and is available in two forms — a basic job listing or a featured job, with the option of an upgrade to featured job of the week (see page 13 for details). Our Featured Jobs package is our most popular online solution. All recruitment ads published

SIGN UP | SIGN IN SCHOOLSWEEK HOME JOB SEARCH RECRUITER ABOUT US CONTACT US SCHOOLS WEEK - NEWS JOBS The Citizen School is recruiting.. The latest jobs from across the schools sector Citizen S Search jobs Enter keywords (e.g. Lecturer) YOUR SEARCH FOR non is a South West A NEW CAREER STARTS HERE ... SCHOOLSWEEK (4) A newspaper for all sch Featured Jobs Latest Jobs **SCHOOLSWEEK** Director of Continuous Schulars PRINT | ONLINE Protram Nationer | Mumbal Nanacan, Oby Alumni and Gouernment Relations | Mumba read of Department - Science | CALL - 020 81234 778 Laster of Marin | Ruham

in the paper automatically receive featured job status online at no additional cost. The *Schools Week* team will e-mail our members about the role and tweet the role to more than 15,500 twitter followers.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives.

We understand that a successful and expedient recruitment campaign is essential to any organisation. We aim to provide a quick turnaround when it comes

to uploading jobs online. You will never have to wait hours for requested edits to appear on an online role — we take care of the advert being posted online.

> Along came Schools Week. What a difference! This is the paper for me. Just the right size, excellent content by great journalists, real people from across the world of education sharing their views and lots of suggestions on where to go if you want or need more information or different viewpoints. I do not always agree with everything, particularly some of the book reviews, and I probably would not read it if I did! We teachers are contrary like that. But I love the fact that it embraces all perspectives, is fair in its reporting and analysis and brings me the very latest in "breaking" education news. It is fearless, fresh and honest. It makes me feel part of a community of professional thinkers that I want to get to know better. I also won a mug! And some sweets that I binged.

Carmel O'Hagan – PGCE course tutor



Our recruitment advertisers have included:



ONLINE:

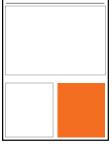
FOR JUST	FOR JUST	UPGRADE TO FEATURED
£95	£250	 JOB OF THE WEEK → Available as an upgrade for £500 + VAT per week → We can design free of charge INCLUDES:
BASIC LISTING • Text, logo and attachment	FEATURED LISTING • Text, logo and attachment • Premium online positioning • Tweets to over 15,500	 → Top slot on weekly jobs email → Online button on schoolsweek.co.uk homepage → Online banner on all jobs pages → Skyscraper advert on all jobs pages → The featured Listing includes a slot in

Slot on weekly jobs email

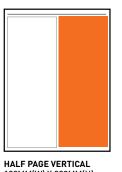
→ To be included in all jobs emails up until your closing date there will be an additional charge of £50 +VAT per role per week

All rates are subject to VAT





QUARTER PAGE 129MM(W) X 165MM(H) £1,280



HALF PAGE VERTICAL 129MM(W) X 330MM(H) £2,560



FULL PAGE 262MM(W) X 330MM(H) £5,000



Published every Friday throughout term-time.

Deadlines to advertise in the same week:

Booking Deadline: Tuesday at 5pm

Artwork Deadline: Wednesday at 1pm

What *Schools Week* is to me is access is to the best thinkers in education through their insights, book reviews or list of blogs; keeps me up to date with education news; its asks the questions that we want answered by policy makers; but is not afraid to challenge ingrained thinking of educationalists themselves. It is now my first point of call for education news."

Community college







Liam Collins - Headteacher, Uplands



The Abbey School



preparing you for a world of opportunity











THE BEST BRITISH EDUCATIONAL EVENT



THE SURGER June 18-19, 2015



DSPADVERTISING

I was a pretty useless policy adviser when I was at the DfE. Why? Because I just didn't have the knowledge I needed about how our education system works. Great teachers understand how their classroom connects to their school and great leaders know how their school connects to the system. From inserts that break down how progress 8 works to research reviews and profiles of the best and brightest minds in our field, Schools Week has it all. I read it, I know more, I'm better at my job and my pupils benefit."

Matt Hood - Head of Projects at School 21

PRINT DISPLAY

We are in touch with what works when it comes to display advertising. *Schools Week* offers traditional space for adverts in the paper, but we also like to think creatively, both online and in print.

We have learnt a great deal from our sister title *FE Week*. Creative activity such as sponsored supplements, webinars and policy summits have been incredibly popular with readers and sponsors.

Schools Week will also offer these innovative ways to

communicate with readers.

Every client is different, we get that. That is why you will also have the same account manager from initial enquiry to campaign review.

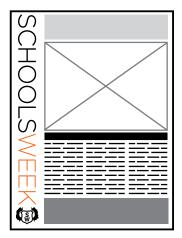
By advertising with *Schools Week*, not only will your adverts look stunningly crisp and clean on our 80gsm brilliant white newspaper, you will also know that you are successfully engaging with your target audience.

Email or call and let's have a chat about how we can help.

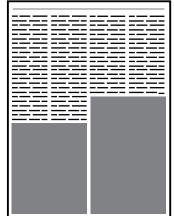


PRINT

RATES

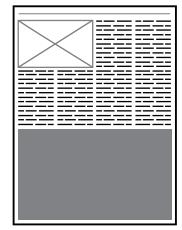


FRONT PAGE BANNER 223mm (w) x 47mm (h) £1,250

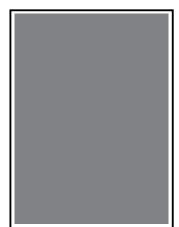


QUARTER PAGE (LEFT) 129mm (w) x 165mm (h) £1,600

20x4 (RIGHT) 129mm (w) x 200mm (h) £2,400

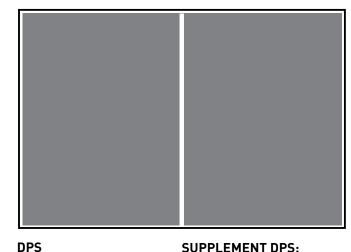


HALF PAGE 261mm (w) x 165mm (h) £3,200



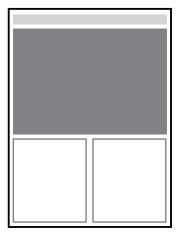
FULL PAGE 261mm (w) x 345mm (h) £5,600

HALF PAGE VERTICAL 129mm (w) x 338mm (h) £3,200



545mm (w) x 345mm 9h) (no bleed) £10,000

SUPPLEMENT DPS: Type: 520mm (w) x 340mm, Trim: 530mm (w) x 350mm, + bleed 5mm



OUTSIDE BACK 262mm (w) x 185mm (9h) £3,750

Creative opportunities include:

- \rightarrow Cover wraps
- \rightarrow Client takeovers
- \rightarrow Creative ad shapes
- \rightarrow Bespoke supplements
- \rightarrow Promotions
- \rightarrow Prime sites \rightarrow Advertorials
- \rightarrow Events / exhibiting
- → Bespoke ad sizes

SCC = 225

Display advertising

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MEDIA PACK 2015-16

ONLINE ADVERTSING

online spec:



Our display advertisers have included:

























MEDIA PACK 2015-16

SUPPLEMENTS

Schools Week supplements have already become well regarded in the schools sector for providing in-depth and insightful editorial and commentary on important matters and occasions. Supplements are produced throughout the year to accompany an edition of Schools Week and offer advertisers sole sponsorship opportunity.

Sole sponsorship of an *Schools Week* supplement is an innovative method for directly communicating to the sector while giving readers something useful they will retain for future reference.

Every *Schools Week* supplements is bespoke and is managed by one of our journalists; this ensures that we produce a high quality product for our readers and of course its sponsor.

During 2014/15 supplement topics ranged from a guide to league tables to an exploration of the english baccalaureate.

Supplement Topics can be suggested by the client or chosen from a list of available opportunities.

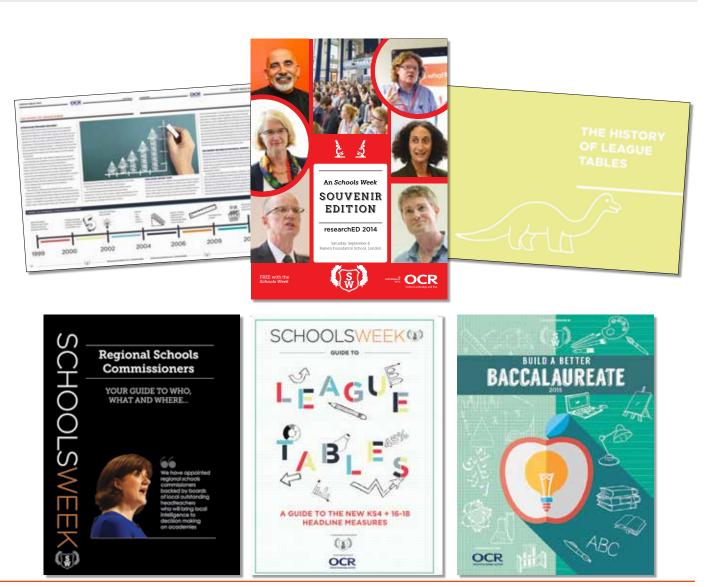
A sponsored 16-page supplement includes:

- In partnership logo on front page and on each folio
- Double page advert on centre pages (528 mm wide x 350 mm high plus a 5 mm bleed)
- Full page advert on outside back cover (264 mm wide x 350mm high plus a 5mm bleed)
- 650-word comment / expert piece

Supplement distribution

- Print-run of 3,000 and a copy sent to every *Schools Week* subscriber
- 100 copies sent to the sponsor (more if requested)
- Free digital copy advertised on Schools Week website
- A 'sponsored by' email to subscribers directing them to the digital copy
- Several 'sponsored by' tweets with a link to the digital copy

\$15K PER SUPPLEMENT OR TWO FOR \$30K with \$10K added value advertising



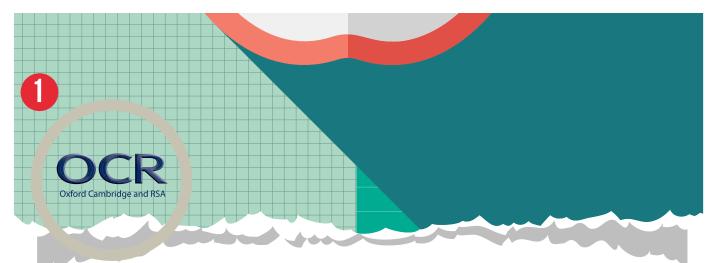
MEDIA PACK 2015-16

SPONSORSHIP

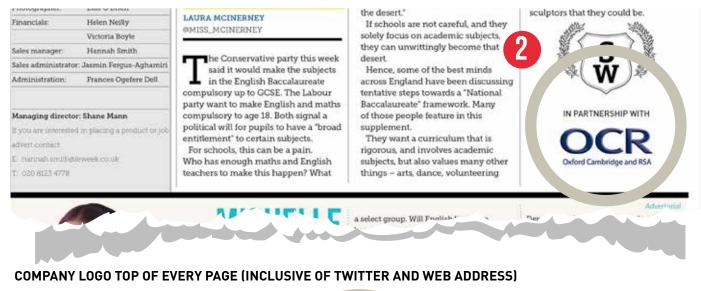
Your brand will receive maximum exposure

(Full details of what is included is available on the previous page)

COMPANY LOGO ON FRONT PAGE (IN PARTNERSHIP WITH SCHOOLS WEEK)



COMPANY LOGO INCLUDED IN INTRODUCTION (INSIDE FRONT PAGE)





schoolsweek.co.uk

MEDIA PACK 2015-16



EDITION	PRESS DAY	ISSUE DATE
31	2-JUN-2015	5-JUN-2015
32	9-JUN-2015	12-JUN-2015
33	16-JUN-2015	19-JUN-2015
34	23-JUN-2015	26-JUN-2015
35	30-JUN-2015	3-JUL-2015
36	7-JUL-2015	10-JUL-2015
37	14-JUL-2015	17-JUL-2015
	SUMMER HOLIDAYS	
38	09-SEP-2015	11-SEP-2015
39	16-SEP-2015	18-SEP-2015
40	23-SEP-2015	25-SEP-2015
41	30-SEP-2015	02-OCT-2015
42	07-OCT-2015	09-OCT-2015
43	14-OCT-2015	16-OCT-2015
44	21-OCT-2015	23-OCT-2015
	HALF TERM	
45	04-NOV-2015	06-NOV-2015
46	11-NOV-2015	13-NOV-2015
47	18-NOV-2015	20-NOV-2015
48	25-NOV-2015	27-NOV-2015
49	02-DEC-2015	04-DEC-2015
50	09-DEC-2015	11-DEC-2015
51	16-DEC-2015	18-DEC-2015

JUNE - DECEMBER 2015

SCHOOLSWEEK®

SCHEDULES

JANUARY - JULY 2016

EDITION	PRESS DAY	ISSUE DATE
52	06-JAN-2016	08-JAN-2016
53	13-JAN-2016	15-JAN-2016
54	20-JAN-2016	22-JAN-2016
55	27-JAN-2016	29-JAN-2016
56	03-FEB-2016	05-FEB-2016
57	10-FEB-2016	12-FEB-2016
	HALF TERM	
58	24-FEB-2016	26-FEB-2016
59	02-MAR-2016	04-MAR-2016
60	09-MAR-2016	11-MAR-2016
61	16-MAR-2016	18-MAR-2016
62	23-MAR-2016	25-MAR-2016
	EASTER HOLIDAYS	
63	13-APR-2016	15-APR-2016
64	20-APR-2016	22-APR-2016
65	27-APR-2016	29-APR-2016
66	04-MAY-2016	06-MAY-2016
67	11-MAY-2016	13-MAY-2016
68	18-MAY-2016	20-MAY-2016
69	25-MAY-2016	27-MAY-2016
	HALF TERM	
70	08-JUN-2016	10-JUN-2016
71	15-JUN-2016	17-JUN-2016
72	22-JUN-2016	24-JUN-2016
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Loic Menzies - CEO of think-and-action tank LKMCo

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