

# Tap Into The \$14.74 Billion Educational Products Marketplace



# 2014 RATE CARD

**ESSENTIALS MAGAZINE**  
**ESSENTIALS WEEKLY**  
**specED QUARTERLY**

8380 Colesville Rd. Ste 250 | Silver Spring, MD 20910  
[news@edmarket.org](mailto:news@edmarket.org) | p: 800.395.5550 ext. 1034 | [www.edmarket.org/communications](http://www.edmarket.org/communications)

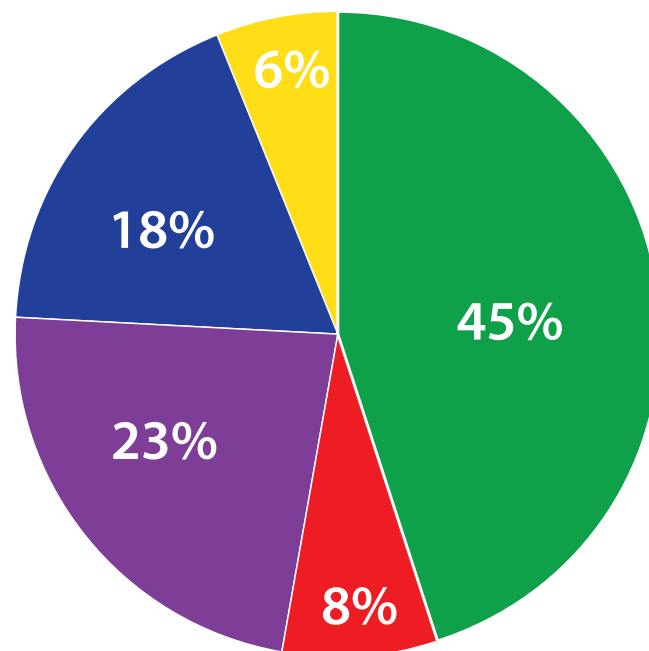
# Essentials — The Official Magazine for the Educational Products Marketplace

For nearly 100 years, the Education Market Association (EDmarket) has provided leadership for the educational products marketplace. Tap into the most comprehensive distribution network representing products lines — from teaching tools to school furnishings to technology products — by advertising in the official publication of the association and its dynamic and creative members.

*Essentials Magazine* is mailed and emailed four times each year to over 6000 contacts, and *Essentials Weekly*, our electronic newsletter, is distributed 50 weeks a year to over 3000 key decision makers in the educational marketplace industry. An ad in *Essentials* or *Essentials Weekly* provides the ideal opportunity to share your company's new products, show specials, and unique offers with the extensive distribution and sales network.

If you service and sell to schools, parents and teachers, there is no better choice for getting your message out to your marketplace than advertising in *Essentials Magazine* and *Essentials Weekly*.

## PROFILE OF DEALER READERS



\*Includes AV, college store, independent office products, mass market and specialty toy dealers



Full Line Dealer



Educational Product Retail



Catalog/Internet Retail



Contract Furniture



Other \*

# ABOUT ESSENTIALS MAGAZINE

*Essentials Magazine* is a quarterly publication that is distributed to nearly 6000 subscribers around the world. Readers of *Essentials* are the primary decision-makers for their retail businesses. *Essentials* also has a bonus distribution for non-member attendees at both of EDmarket's tradeshows that extends the magazine's reach.

## 2014 ESSENTIALS MAGAZINE

editorial calendar

ISSUE	THEME	RESERVATION DEADLINE	AD DEADLINE	DIGITAL RELEASE	MAIL DATE
WINTER 2014	ED EXPO PREVIEW	DECEMBER 27	JANUARY 3	JANUARY 16	JANUARY 20
SPRING 2014	BACK TO SCHOOL	MARCH 21	MARCH 28	APRIL 10	APRIL 14
SUMMER 2014	STATE OF THE EDUCATIONAL MARKETPLACE	JUNE 13	JUNE 13	JUNE 23	JUNE 30
FALL 2014	EDSPACES PREVIEW	AUGUST 15	AUGUST 22	SEPTEMBER 4	SEPTEMBER 8

## EDITORIAL SECTIONS

**ED MARKETING** -- gives readers effective, cutting-edge strategies to improve their marketing efforts in the educational arena.

**ED NEWS** -- provides information about current news in Education.

**BUSINESS BEAT** -- information and tips on current marketing, social media and customer service operations.

**MEMBER SPOTLIGHT** -- Q & A showcasing NSSEA members.

**INDUSTRY NEWS** -- current news about members, including: product releases, awards and management news.

**ED TECH** -- news about the teaching trends and learning in the digital age

**SPECIALTY COLUMNS** -- features and stories regarding NSSEA conferences, statistics in the educational marketplace, and more!

# 2014 ESSENTIALS MAGAZINE

## advertising rates

### EDmarket member rates

COLOR	1X	2X	4X
FULL PAGE	\$1545	\$1465	\$1390
2/3 PAGE	\$1095	\$1015	\$935
1/2 PAGE	\$945	\$910	\$875
1/3 PAGE	\$750	\$730	\$705
1/6 PAGE	\$565	\$540	\$520

2-COLOR	1X	2X	4X
FULL PAGE	\$1155	\$1075	\$995
2/3 PAGE	\$885	\$815	\$750
1/2 PAGE	\$730	\$695	\$665
1/3 PAGE	\$510	\$485	\$465
1/6 PAGE	\$295	\$275	\$245

BW	1X	2X	4X
FULL PAGE	\$975	\$885	\$800
2/3 PAGE	\$715	\$640	\$560
1/2 PAGE	\$560	\$530	\$495
1/3 PAGE	\$380	\$350	\$330
1/6 PAGE	\$190	\$175	\$165

PREMIUM	1X	2X	4X
FULL PAGE - 4-COLOR			
INSIDE FRONT	\$2260	\$2050	\$1840
INSIDE BACK	\$2260	\$2050	\$1840
BACK COVER	\$2260	\$2415	\$2205

### non-member rates

COLOR	1X	2X	4X
FULL PAGE	\$2315	\$2200	\$2090
2/3 PAGE	\$1640	\$1525	\$1400
1/2 PAGE	\$1415	\$1360	\$1310
1/3 PAGE	\$1130	\$1100	\$1055
1/6 PAGE	\$845	\$815	\$785

2-COLOR	1X	2X	4X
FULL PAGE	\$1735	\$1620	\$1490
2/3 PAGE	\$1325	\$1225	\$1130
1/2 PAGE	\$1095	\$1040	\$995
1/3 PAGE	\$765	\$725	\$695
1/6 PAGE	\$420	\$390	\$345

BW	1X	2X	4X
FULL PAGE	\$1460	\$1325	\$1200
2/3 PAGE	\$1070	\$960	\$845
1/2 PAGE	\$845	\$800	\$740
1/3 PAGE	\$565	\$530	\$500
1/6 PAGE	\$285	\$270	\$255

PREMIUM	1X	2X	4X
FULL PAGE - 4-COLOR			
INSIDE FRONT	\$3385	\$3070	\$2755
INSIDE BACK	\$3385	\$3070	\$2755
BACK COVER	\$3935	\$3325	\$3305

TO RESERVE YOUR AD, VISIT:  
[www.edmarket.org/communications/advertise.cfm](http://www.edmarket.org/communications/advertise.cfm)

# 2014 ESSENTIALS MAGAZINE

## ad dimensions & specifications

### FULL PAGE

BLEED - 8.75 X 11.125

TRIM SIZE - 8.5 X 11

LIVE AREA - 7.5 X 9.625

### 2/3 PAGE

4.75 X 9.5 VERTICAL

### 2/3 PAGE

7.5 X 6.25 HORIZONTAL

### 1/2 PAGE

7.5 X 4.75 HORIZONTAL

4.75 X 7.5 VERTICAL

### 1/3 PAGE

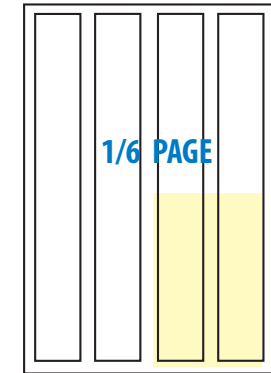
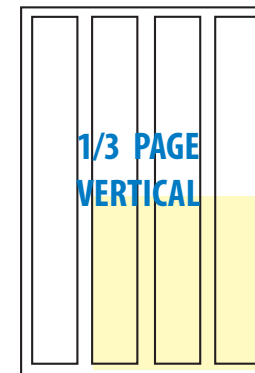
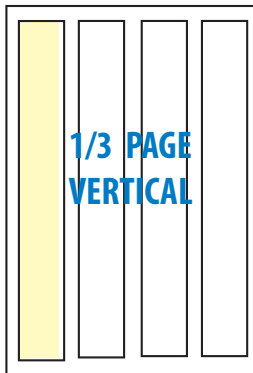
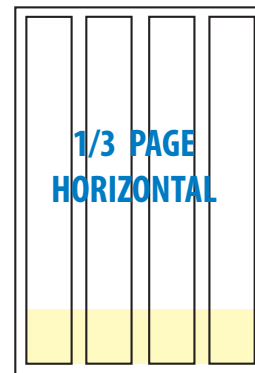
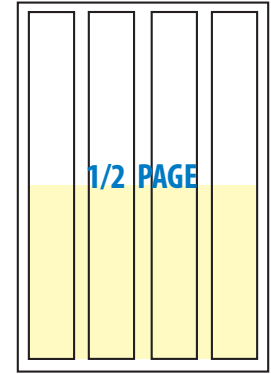
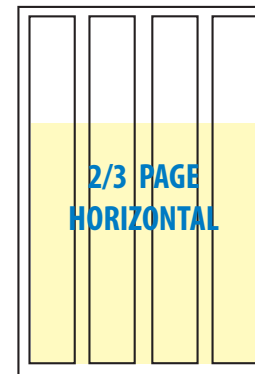
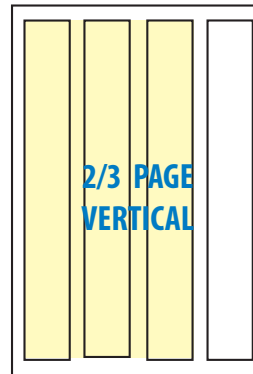
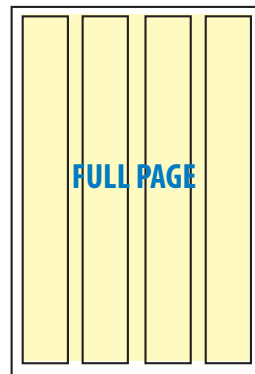
7.5 X 3 HORIZONTAL

2.25 X 9.5 VERTICAL

4.75 X 4.72 VERTICAL

### 1/6 PAGE

2.35 X 4.75



### MATERIALS SPECIFICATIONS

Ads may be submitted as "camera-ready" in various electronic formats -- including InDesign, Photoshop and Illustrator. Preferred formats are a high resolution PDF and JPEG file. Must include all images, fonts, and color separations. Image should be flattened in your design software before creating PDF. Any additional requirements such as art work, camera work, film conversion, preparation and typesetting will be billed at market rates. There is a minimum \$50 charge for changes/corrections to supplied film/disks.

### HOW TO SUBMIT:

Complete the insertion order form by deadline and forward your ad to [publications@nssea.org](mailto:publications@nssea.org). Ads under 10mb should be sent to [publications@nssea.org](mailto:publications@nssea.org). If you have a file that is over 10mb please contact Sherron Washington, [swashington@nssea.org](mailto:swashington@nssea.org) for further instructions.

### APPROVAL STATEMENT

All contracts and contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisements, insertion order, space reservation, or position commitment. The publisher reserves the right to put the word "advertisement" on advertising which, in the publisher's opinion, resembles editorial material.

# ABOUT ESSENTIALS WEEKLY

*Essentials Weekly* is a weekly e-newsletter for members to receive the very latest industry and education market news. It runs 50 times a year (skipping July 4th week and Christmas) and is delivered to more than 3,200 members' email inbox every Tuesday.

## AD SPECIFICATIONS

Complete the insertion order form by deadline and forward your ad to [news@edmarket.org](mailto:news@edmarket.org).

Ads should be:

- 460 x 115 pixels
- HTML-supported in a GIF, PNG or JPG format,
- not larger than 130kb
- should include a URL to link to your ad (if applicable)

## 2014 ESSENTIALS WEEKLY online advertising rates

### premium (top) position

ISSUE(S)	PRICING
1 (one-time)	\$175 per issue
4 (1 month)	\$650 per month
25 (6 months)	\$560 per month
50 (1 year)	\$515 per month

### body position

ISSUE(S)	PRICING
1 (one-time)	\$150 per issue
4 (1 month)	\$575 per month
24 (6 months)	\$495 per month
50 (1 year)	\$450 per month

*please note: premium positions are booked on a first-come, first-served basis. Only two ads can rotate at a time and must reserve at least a six-month ad run.*

## NEW! CLASSIFIED ADS:

Classified ads should consist of text with standardized bold headings -- job title on the first line, organization and location on the second line. All text is one size and the ad will appear in our standard inline format without graphics. Rate: \$1.00 a word, \$30 minimum for each issue.

TO RESERVE YOUR AD, VISIT:  
[www.edmarket.org/communications/advertise.cfm](http://www.edmarket.org/communications/advertise.cfm)

# ABOUT specED QUARTERLY

*specEd Quarterly* is an e-newsletter targeted to the educational facility professional. Content focuses on trends in school design and construction, including sustainable product solutions and what's working in today's learning environments. *specEd Quarterly* is emailed on a quarterly bases to more than 4,000 architects, distributors, designers, manufacturers, facility planners, superintendents, and other key decision-makers interested in outfitting high quality schools.

## 2014 specEd QUARTERLY editorial calendar & advertising rates

ISSUE	RESERVATION DEADLINE	AD DEADLINE	E-MAIL DATE
WINTER 2014	JANUARY 20	JANUARY 24	JANUARY 27
SPRING 2014	APRIL 14	APRIL 18	APRIL 21
SUMMER 2014	JUNE 16	JUNE 23	JUNE 30
FALL 2014	SEPTEMBER 8	SEPTEMBER 12	SEPTEMBER 15

### premium (top) position

ISSUE(S)	PRICING
1X	\$300 per issue
2X	\$250 per issue
4X	\$200 per issue

### body position

ISSUE(S)	PRICING
1X	\$250 per issue
2X	\$200 per issue
4X	\$175 per issue

### AD SPECIFICATIONS

Complete the insertion order form by deadline and forward your ad to [news@edmarket.org](mailto:news@edmarket.org).

Ads should be:

- 605 x 105 pixels
- HTML-supported in a GIF, PNG or JPG format,
- not larger than 130kb
- should include a URL to link to your ad (if applicable)

**TO RESERVE YOUR AD, VISIT:**  
[www.edmarket.org/communications/advertise.cfm](http://www.edmarket.org/communications/advertise.cfm)



# The Best Way To Reach Decision-Makers In The Educational Marketplace

## RESERVE YOUR SPOT TODAY!

VISIT: [www.edmarket.org/communications/advertise.cfm](http://www.edmarket.org/communications/advertise.cfm)

SELECT: The size, placement and date of your ad(s)

SUBMIT: Click the submit button and your done

## PAYMENT OPTIONS

Credit card, prepayment and billing options are available or you can call us to pay by credit card:

1.800.395.5550 ext. 1034. Invoicing is prepared monthly which will include your invoice and /or receipt and a copy of your listing. Invoices reflect net rates — agency discounts do not apply.



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