

# 2023 Media Kit



# REACH THE **DECISION-MAKERS** — SCHOOL FACILITY MANAGERS, EDUCATIONAL INSTITUTIONS, AND EDUCATIONAL PRODUCTS PROFESSIONALS

## EDMARKET HOMEPAGE



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## EDmarket.org

EDmarket connects education leaders to the companies that produce and deliver innovative products for learning environment. Reach the key decision makers at K-12 and Higher Education facilities. The EDmarket website provides key resources for understanding how physical space, pedagogy, and technology converge to improve student outcomes inspire the future of education.

### PRICING

#### A. Banner

(728 x 90 Pixels)

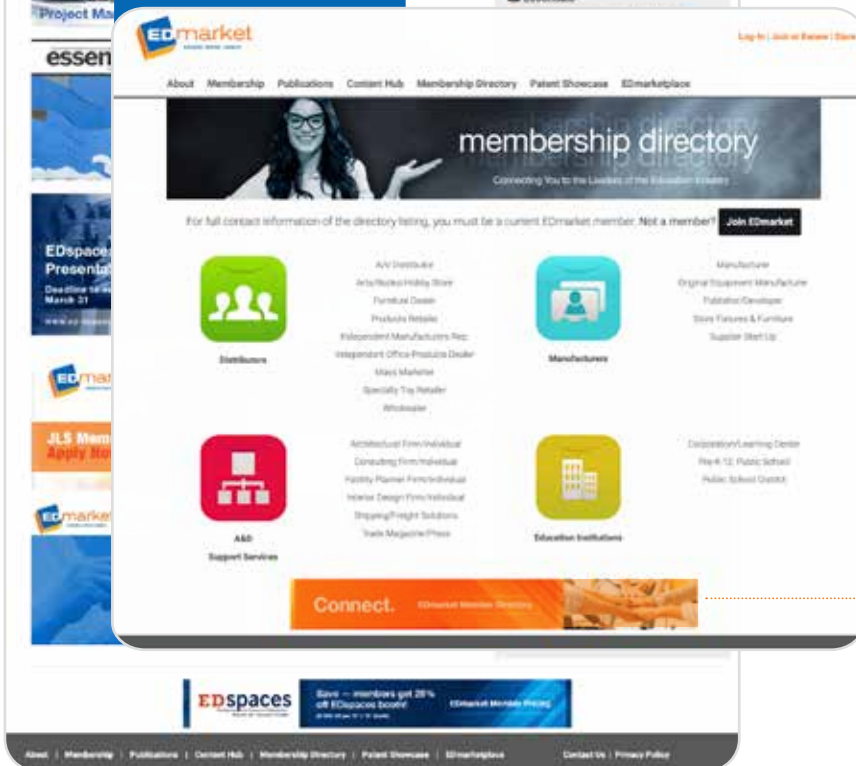
10 available, rotating throughout the site

**\$3,500/Year**

**\$1,000/Quarter**

\* All positions are sold on a first-come, first-served basis and reflect EDmarket Member Pricing. Non-member rates include a 25% increase in price.

## INTERIOR PAGES



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## EDspaces Insights

EDspaces Insights is a digital publication published 8 times a year (February, March, May, June, August, September, November, December) to help increase readers' knowledge of best practices and understand effective methods of maintaining and optimizing learning environments. Original content from industry thought-leaders is featured in each edition covering a wide range of topics such as planning, design, financing, construction, capital improvement, maintenance, and operations. EDspaces Insights is delivered to 29,000+ architects, designers, distributors, manufacturers, and key purchasing influencers at schools and colleges.

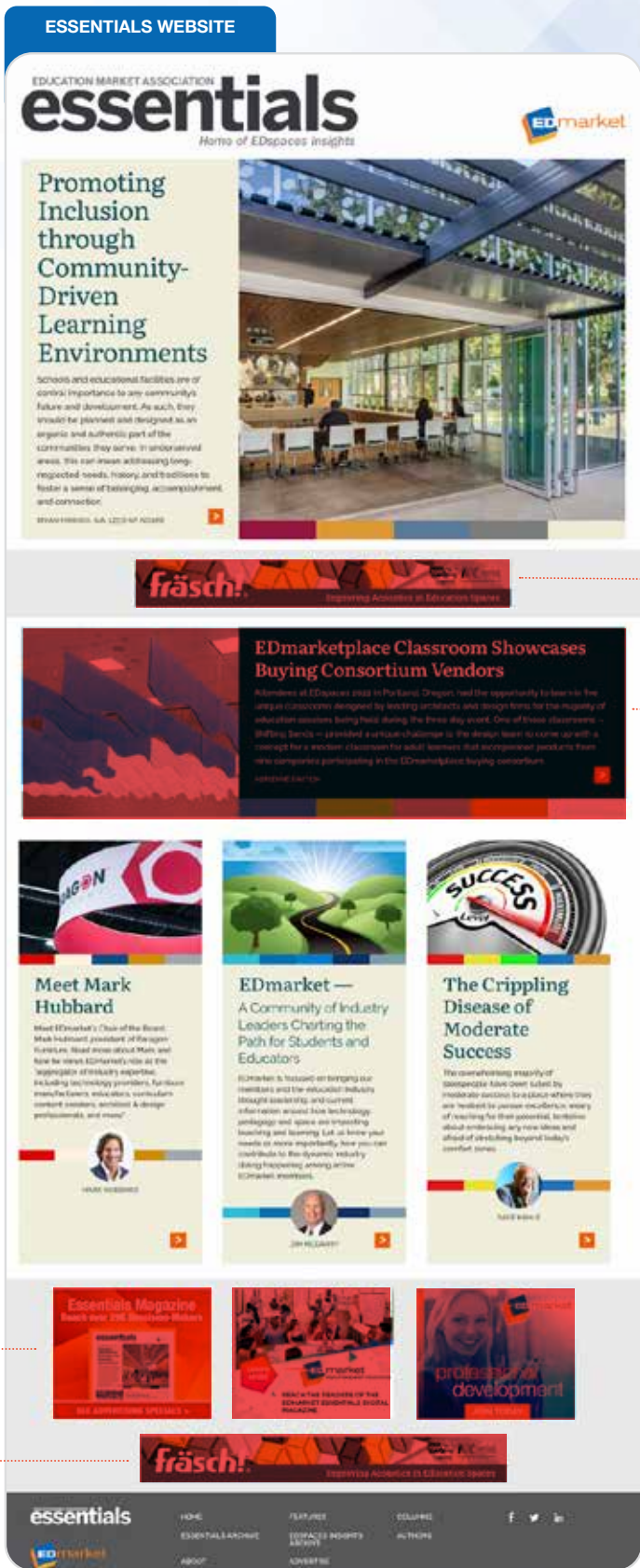
### PRICING

**A. Banner**  
(600 x 75 Pixels)  
**\$2,000/Issue**

\* All positions are sold on a first-come, first-served basis and reflect EDmarket Member Pricing. Non-member rates include a 25% increase in price.



REACH YOUR **TARGET AUDIENCE** WHO NAVIGATE TO THE ESSENTIALS MAGAZINE WEBSITE FOR THE VERY LATEST IN EDUCATIONAL RESOURCES & LEARNING ENVIRONMENTS



**A** — Points to the 'fräsch!' banner advertisement.

**B** — Points to the 'EDmarketplace Classroom Showcases Buying Consortium Vendors' article.

**C** — Points to the 'Essentials Magazine' article thumbnail.

**A** — Points to the 'fräsch!' banner advertisement at the bottom of the page.

## Essentials

Essentials Magazine, EDmarket's flagship publication serving the industry for over 100 years, is a web-based platform. With articles, authors, and topics easily accessed through Google and other search engines, EDmarket is providing unlimited exposure for knowledge experts to share ideas, case studies, and research findings on the future of learning — and to view your ad!

Essentials is available to the entire educational products marketplace — an email list of education industry professionals and purchasing influencers, with a total distribution of 29,000+.

42%	<b>PRE-K—12 SCHOOLS</b>
15%	<b>COLLEGES/UNIVERSITIES</b>
15%	<b>MANUFACTURERS</b>
14%	<b>DEALERS/IND. REPS</b>
11%	<b>ARCHITECTS &amp; DESIGNER</b>
3%	<b>SERVICE PROVIDERS/OTHER</b>

### PRICING

**A. Leaderboard Banner**  
(728 x 90 Pixels)  
6 available, rotating through the site  
**\$2,000/Quarter**  
**\$5,000/Year**

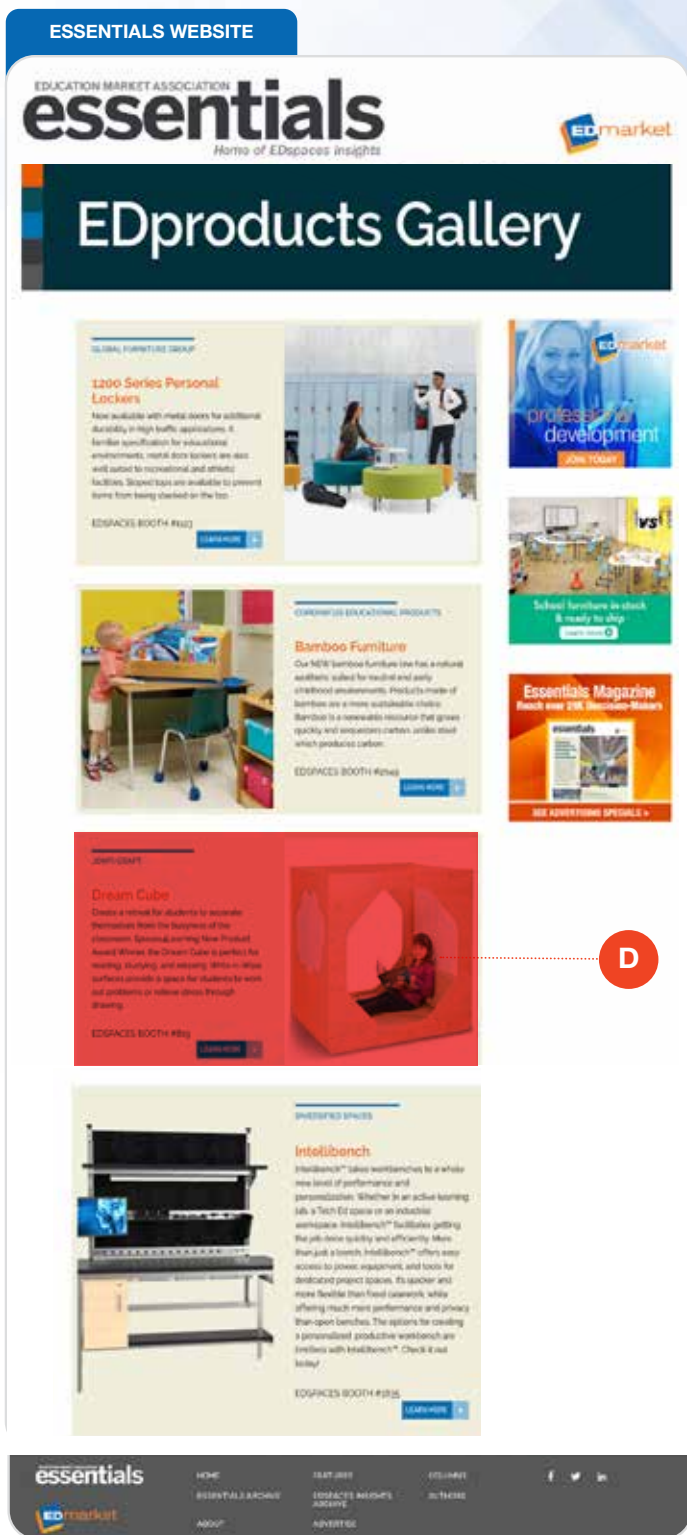
**B. Featured Content\***  
Article Title: 100 Character Max  
Article Synopsis: 250 Character Max  
Article Body: 1,200 Words Max  
Article Images: Up to 5 (350 x 270 Pixels)  
1 available  
**\$3,500/Quarter**

**C. Box Ad**  
(300 x 250 Pixels)  
15 available. Run of site.  
**\$1,500/Quarter**  
**\$3,500/Year**

\* All positions are sold on a first-come, first-served basis and reflect EDmarket Member Pricing. Non-member rates include a 25% increase in price.

A banner or box ad will be included for annual advertisers in the email announcement when each new issue is released. Quarterly advertisers will be included in the email on a space available basis.





## Essentials

### Showcase Your Newest Innovations in the EDproducts Gallery

The EDproducts Gallery is a special advertising section in Essentials Magazine that gives manufacturers the opportunity to highlight their products and services to over 29K key decision makers in the education market including purchasing officials, superintendents, architects, facility planners, retailers, and distributors.

#### D. EDproducts Gallery\*

(Featured Section — Available Quarterly)  
Spring, Summer, Fall, and Winter

#### Each EDproducts Gallery Profile Includes:

- Full color image of your product. (250 x 300 Pixels)
- Product description (300 characters w/spaces limit)
- Company listing with your contact information

#### Quarterly (1x) Insertion

\$300/Members

\$425/Non-Members

#### Annual (4x) Insertion

Spring/Summer/Fall/Winter

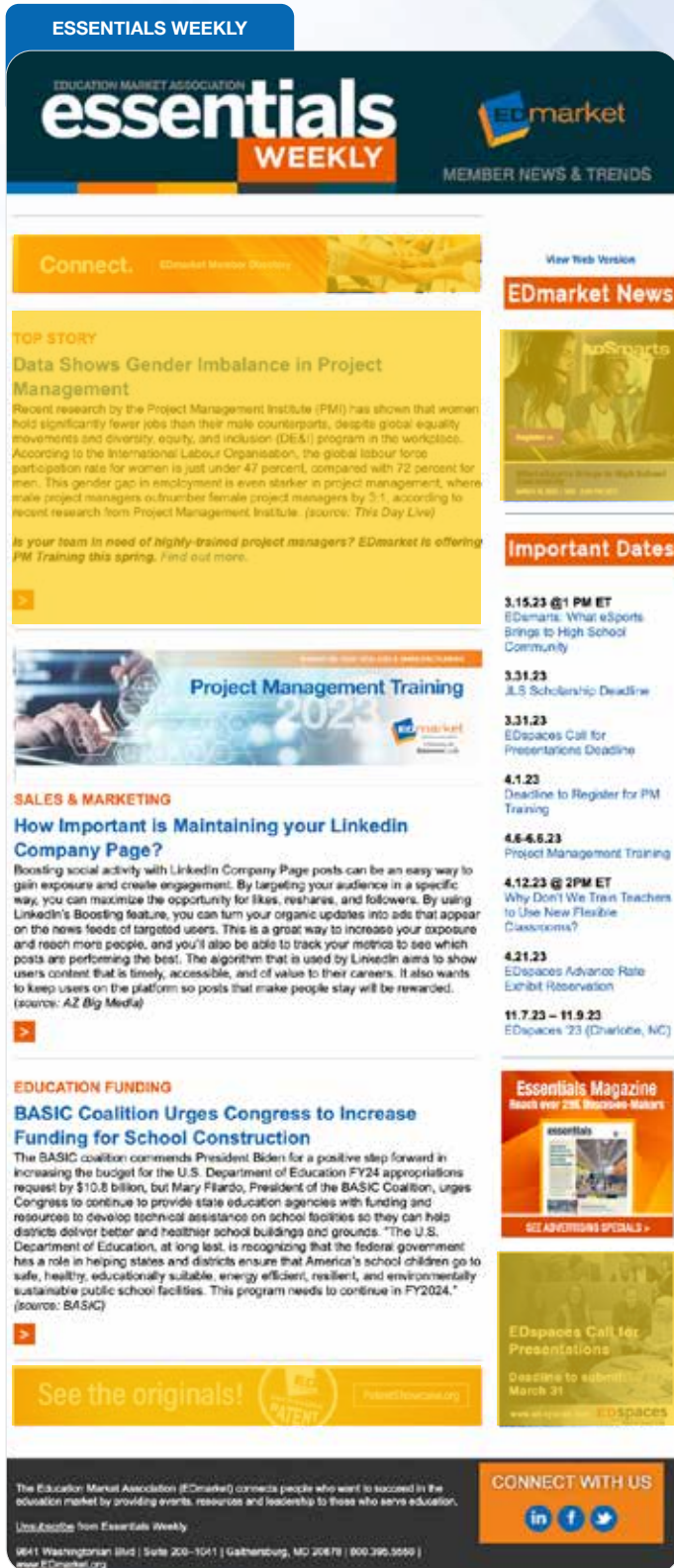
\$1000/Members

\$1500/Non-Members

\* All positions are sold on a first-come, first-served basis.



REACH THE INBOXES OF MORE THAN 2K EDmarket MEMBERS EACH WEEK



## Essentials Weekly

Delivered to more than 2,000 members' email inboxes every Tuesday, *Essentials Weekly* is a weekly e-newsletter for members to receive the very latest industry and education market news. Get in front of the members of the Education Market Association — key leaders influencing curriculum, facilities, and ultimately, student outcomes.

### PRICING

#### A. Leaderboard Banner

(468 x 60 Pixels)

**\$350/Issue (1X)**

**\$1,000/Month (4X)**

**\$10,000/Year (50X)**

#### B. Top Box Ad

(300 x 300 Pixels)

**\$300/Issue (1X)**

**\$900/Month (4X)**

**\$9,000/Year (50X)**

#### C. Featured Profile

Title: 100 Character Max; Body: 500 Words  
Image (300 x 300 Pixels)

**\$750/Issue (1X)**

#### D. Bottom Box Ad

(300 x 300 Pixels)

**\$250/Issue (1X)**

**\$800/Month (4X)**

**\$8,000/Year (50X)**

#### E. Bottom Body Banner

(468 x 60 Pixels)

**\$300/Issue (1X)**

**\$900/Month (4X)**

**\$9,000/Year (50X)**

#### F. Classified Ad

(Up to 50 words)

**\$250/Issue (1X)**

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For targeted, custom advertising packages contact Adrienne Dayton at [adayton@EDmarket.org](mailto:adayton@EDmarket.org) or 301-495-0234.