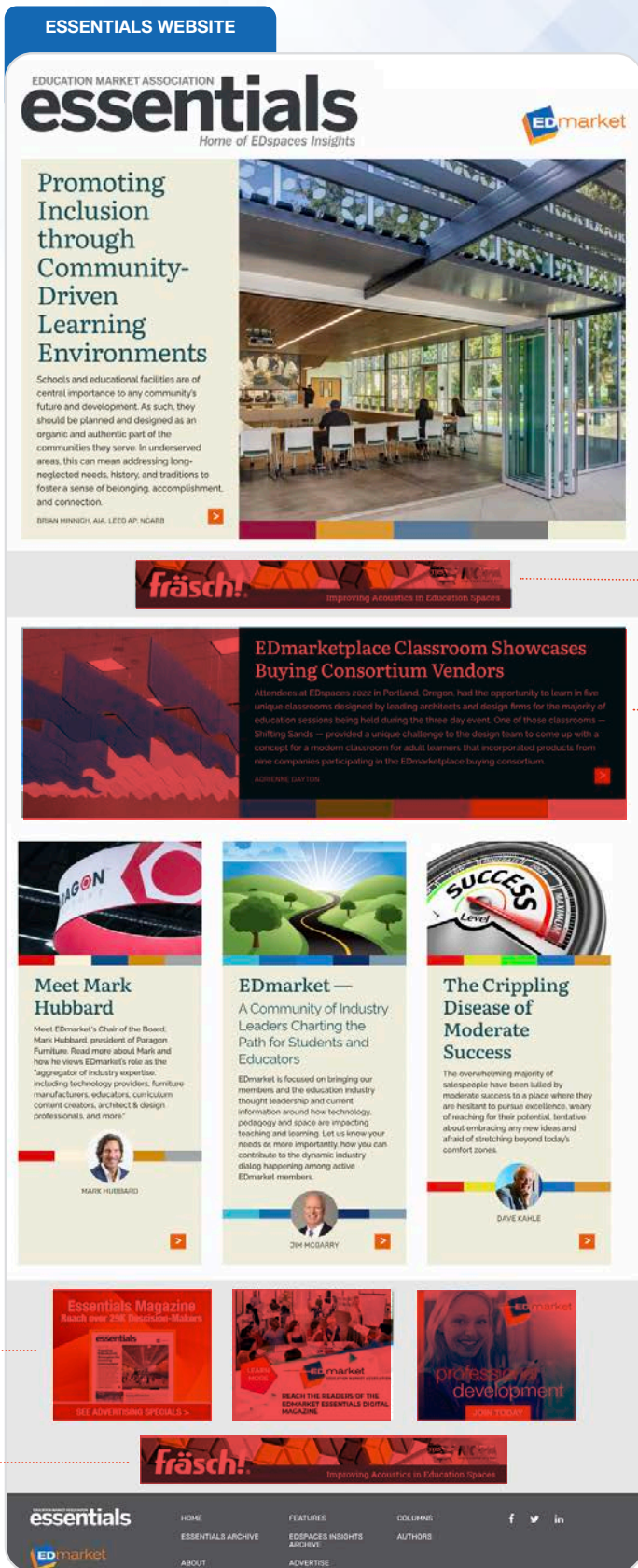


REACH YOUR **TARGET AUDIENCE** WHO NAVIGATE TO THE ESSENTIALS MAGAZINE WEBSITE FOR THE VERY LATEST IN EDUCATIONAL RESOURCES & LEARNING ENVIRONMENTS



A

B

C

A

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

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 300 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.

