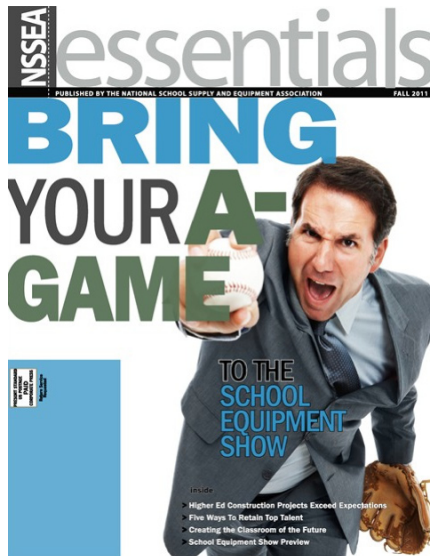


2012 **NSSEA** MEDIA KIT  
The National School Supply & Equipment Association

# Grab Your Customers' Attention

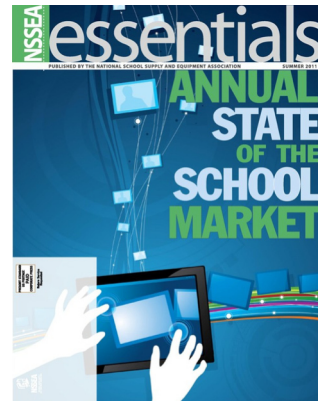


about essentials



The market for school equipment, instructional materials, and consumable supplies

— defined by the National School Supply and Equipment Association (NSSEA) as educational products sold by dealers for use by educational institutions or as a supplement to learning outside the classroom — is estimated at \$12.6 billion.



About two-thirds of the manufacturing companies in the market sell to consumers through retail stores. Of NSSEA's over 1,200 member companies, more than 750 are dealer operations with over 1,000 retail locations. Many of these retailers also have distributor sales to institutions and own catalog businesses. Dealers attend NSSEA tradeshows to order products for their stores, catalogs, and distribution sales.

The majority of advertising in NSSEA's publications is aimed at these retailers/dealers. Most Essentials readers are the sole owners of their retail stores, catalogs, and distributor businesses. Many are the primary product buyers and specifiers for their business. NSSEA's dealer members are pre-qualified. To become an NSSEA member you must be in business, be in the school market, and provide a list of school market vendor contacts. NSSEA publications are not aimed at consumers and are strictly for the educational products trade.



## essentials stats

80%

of Essentials readers are responsible for making purchasing decisions.

40%

of Essentials readers have either contacted an advertiser or purchased a product advertised in the magazine.

46%

of Essentials readers refer to saved/old issues of the magazine for information.

55%

of Essentials readers directed colleagues' attention to an article.

73%

of Essentials readers rated the magazine's content as either excellent or very good.

**“We value** our 42-year membership in NSSEA and regard for your media properties as high-priority vehicles to communicate with our core audience in the school market.”

**—Brian Vaillancourt, Director of Sales & Marketing**

*Source: NSSEA 2008 Readership Survey*

# 2012 editorial calendar

MAGAZINE ISSUE	THEME	RESERVATION DUE	MATERIALS DEADLINE	MAIL DATE
Winter 2012	Ed Expo Preview	December 29	January 4	February 5*
Spring 2012	Back to School	March 25	March 31	May 1*
Summer 2012	State of the School	June 5	June 15	July 31*
Fall 2012	School Equipment Show Preview	August 26	September 1	September 30*

*\*Note: The digital edition is released 15 days before the mail date.*

## REGULAR COLUMNS

**School Marketing** — Expert Bob Stimolo gives readers effective, cutting-edge strategies to improve their direct marketing initiatives in the educational arena.

**Education Technology** — Trends on technology for the pre-k to higher ed arena and social media tips.

**Supply & Demand** — Member manufacturers discuss hot topics and share best practices for running an educational products company.

**Business in Five** — A member company is profiled and asked five questions about their business and the current school market.

**Face Time** — An NSSEA individual member is featured in this intimate profile.

**Retail Rx** — From tips on how to properly display a new product to advice on how to open a second store, Georganne Bender and Rich Kizer have the right prescription to fix your retail dilemma.

**Industry News** — A list of new members, new product releases, awards and management news.

**Conference Call** — A different business-related question is answered by fellow NSSEA members.

**The End Zone with Jim** — A quarterly column from NSSEA's President/CEO Jim McGarry.

## No Advertising Rate Increase for Essentials Magazine in 2012!

### NSSEA MEMBER AD RATES

COLOR	1x	2x	4x
Full page	\$1,545	\$1,465	\$1,390
2/3 page	\$1,095	\$1,015	\$ 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	\$1,155	\$1,075	\$ 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

BLACK & WHITE	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

COVERS	1x	2x	4x
(full page, 4 color)			
Inside Front	\$2,260	\$2,050	\$1,840
Inside Back	\$2,260	\$2,050	\$1,840
Back Cover	\$2,260	\$2,415	\$2,205

### NONMEMBER AD RATES

COLOR	1x	2x	4x
Full page	\$2,315	\$2,200	\$2,090
2/3 page	\$1,640	\$1,525	\$1,400
1/2 page	\$1,415	\$1,360	\$1,310
1/3 page	\$1,130	\$1,100	\$1,055
1/6 page	\$ 845	\$ 815	\$ 785

2-COLOR	1x	2x	4x
Full page	\$1,735	\$1,620	\$1,490
2/3 page	\$1,325	\$1,225	\$1,130
1/2 page	\$1,095	\$1,040	\$ 995
1/3 page	\$ 765	\$ 725	\$ 695
1/6 page	\$ 420	\$ 390	\$ 345

BLACK & WHITE	1x	2x	4x
Full page	\$1,460	\$1,325	\$1,200
2/3 page	\$1,070	\$ 960	\$ 845
1/2 page	\$ 845	\$ 800	\$ 740
1/3 page	\$ 565	\$ 530	\$ 500
1/6 page	\$ 285	\$ 270	\$ 255

COVER	1x	2x	4x
(full page, 4 color)			
Inside Front	\$3,385	\$3,070	\$2,755
Inside Back	\$3,385	\$3,070	\$2,755
Back Cover	\$3,935	\$3,325	\$3,305

### THE ADVERTISING DEAL OF THE YEAR!

We know how difficult it is to market your business in a slow economy, so we are offering a deal for you. Any advertiser who commits to all four issues of Essentials in 2012 by the end of 2011, will receive a 10 percent discount **ON ALL FOUR ISSUES!** Now that's a deal!

To fill out the insertion order, visit: [www.nseae.org/publications/adinsert.cfm](http://www.nseae.org/publications/adinsert.cfm).

# 2012 advertising specs

## FULL PAGE

BLEED SIZE — 8.75" x 11.125"

TRIM SIZE — 8.5" x 11"

FULL PAGE LIVE AREA — 7.5" x 9.625"

## 2/3 PAGE

HORIZONTAL — 7.5" x 6.25"

VERTICAL — 4.75" x 9.5"

## 1/2 PAGE

HORIZONTAL — 7.5" x 4.75"

VERTICAL — 4.75" x 7.5"

## 1/3 PAGE

HORIZONTAL — 7.5" x 3"

VERTICAL (1) — 4.75" x 4.75"

VERTICAL (2) — 2.25" x 9.5"

## 1/6 PAGE

2.35" x 4.75"

## COVER POSITIONS

8.75" x 11.125"

## MATERIAL SPECIFICATIONS:

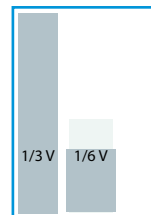
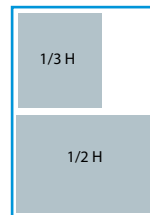
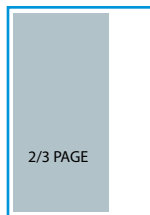
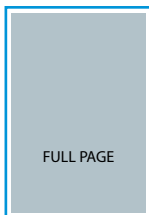
Ads may be submitted in various electronic formats — including InDesign, Quark, Photoshop, and Illustrator. We prefer they be PDF/X-1a files. The files can now be uploaded through an FTP service. When ad reminders are sent out, advertisers who have submitted reservation will be given directions on how to upload your ad on our FTP site. Please note: NSSEA does not accept any email file attachments. All files should be sent via NSSEA's FTP site. 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.

## 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.

**"The** [Essentials family of] **publications have been focused, relevant and increasingly easy to look at. By far, the best newsletters NSSEA has ever published."**

—Jim Spude, ETA/  
Cuisenaire



# 2012 online advertising

**ESSENTIALS WEEKLY** is delivered to your fellow members' email inbox every Tuesday!

The content centers on the latest industry and education market news.

## We Have A New Look!

In 2012, Essentials Weekly is getting a face lift including new, tiered advertising rates.

## ESSENTIALS WEEKLY Ad SPECIFICATIONS

For HTML-supported ads:

- Format: GIF or JPEG
- Premium & Body Pixel Size:

350x125 pixels (height to scale)

- Column Pixel Size: #1: 75x350 pixels (height to scale)

• Column Pixel Size: #2: 100x600 pixels (height to scale)

- File Size: under 1 MB
- URL for linking (if applicable)

Advertisers who book six or more months are billed twice a year. Rates are billed on a monthly basis for shorter runs.

Advertisers who book for six or more months will be billed twice a year.

Three advertisers can rotate the in "Premium" positions. Premium positions are

booked on a first-come, first-served basis. Only three premium ads can rotate at a time.

Advertisers who reserve for 12 months during mid-year, must wait until the rotating cycle begins in January to be included.

## ESSENTIALS WEEKLY Ad RATES

### PREMIUM (TOP) POSITION

Frequency	Issues	Rates per month
1 month	4	\$ 650
3 months	12	\$ 605
6 months	24	\$ 560
12 months	48	\$ 515

### BODY POSITION

Frequency	Issues	Rates per month
1 month	4	\$ 575
3 months	12	\$ 530
6 months	24	\$ 495
12 months	48	\$ 450

### COLUMN POSITION

Frequency	Issues	Rates per month
1 month	4	\$ 470
3 months	12	\$ 435
6 months	24	\$ 395
12 months	48	\$ 360

*Essentials Weekly* runs 50 times a year, skipping the week of the 4th of July and Christmas.

**Send press ready materials to:  
dspencer@nsea.org or  
call DeShuna Spencer at:  
703.328.5522 for more details.**

Published By The National School Supply & Equipment Association

# essentials WEEKLY

03.JANUARY.2012 Issue No. 700

education news

**Article Headline Goes Here**  
Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing. Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers. (Source: New York Times)

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**PREMIUM AD GOES HERE**

association news

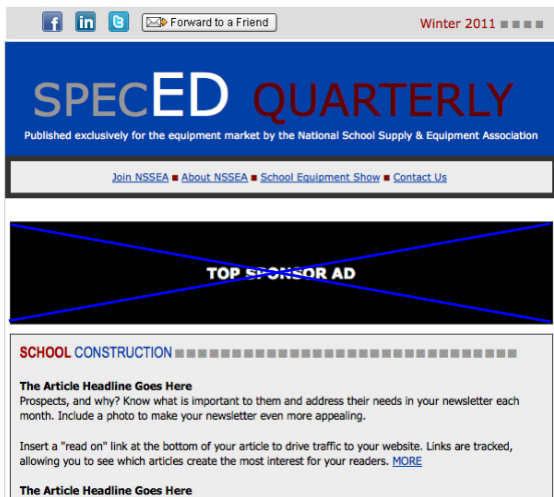
in this issue  
education news  
screen schools  
feature article  
link of the week  
career update  
business beat

join our mailing list!

column ad

**Fill out the newsletter reservation:  
[www.nsea.org/Publications/EWadinsert.cfm](http://www.nsea.org/Publications/EWadinsert.cfm)**

# 2012 online advertising



**S**pecED Quarterly is a new newsletter targeted to the educational facility professional. Content will be focused on trends in school design and construction including sustainable product solutions and what's working in today's learning environments. SpecED Quarterly will be emailed on a quarterly basis to over 1,500 architects, distributors, designers, manufacturers, facility planners, superintendents, and other key decision makers interested outfitting high quality schools.

## SPECED QUARTERLY AD SPECIFICATIONS

To submit an HTML-supported ad, please follow these guidelines:

- Pixel Size: 500x150 pixels (height

to scale)

- File Size: under 1 MB

- URL for linking (if applicable)

Ads are billed one week after the issue is published.

*specED Quarterly* runs four times per year. Materials must be submitted to NSSEA at least seven business days prior to the scheduled run date.

Product features include a 30-word description, one image and a link to your website. Only 4 features per issue. There is only one top sponsor per issue and four advertisers per issue.

## SPECED SPONSORSHIP RATES

### TOP SPONSORSHIP POSITION

Frequency	Rates per month
1 month	\$ 615
2 months	\$ 505
4 months	\$ 430

### BODY SPONSORSHIP POSITION

Frequency	Rates per month
1 month	\$ 500
2 months	\$ 405
4 months	\$ 350

### PRODUCT FEATURE

1 per issue	\$ 75
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Ad placement is reserved on a first-come, first-served basis.

Ads are billed at least 15 days after the issue is emailed.

ISSUE	AD DEADLINE	EMAIL DATE	Send press ready materials to: <b>dspencer@nssea.org</b> or call DeShuna Spencer at: <b>703.328.5522</b> for more details.
Winter	January 25	February 1	
Spring	May 25	May 1	
Summer	August 24	July 1	
Fall	November 24	September 1	

## SWEET DEAL

2012 School Equipment Show exhibitors who advertise in at least one issue of specED in 2012 will receive a 20 percent discount!

Fill out the newsletter reservation: [www.nssea.org/Publications/SPECadinsert.cfm](http://www.nssea.org/Publications/SPECadinsert.cfm)