

# Change is a Good Thing



## editor's note

**W**e're changing things up a bit. With technology allowing us to reach members faster and more often, NSSEA has decided to condense our flagship publication, Essentials Magazine, into four annual super issues, which will allow us to better focus the more in-depth business articles specific to the school marketer, while continuing to offer our readers late-breaking news in our weekly publication, Essentials Weekly. Three reasons why change is a good thing:



**You get more bang for your buck**—Migrating to quarterly gives each issue more shelf life, which means more people will be looking at your new products and ads much longer.

**Issues are catered to member needs**—When asked what members want the most from Essentials, we always hear the same thing: industry trends, new products and tradeshow news. Each issue will be "super-sized" and will focus specifically on the four topics most important to NSSEA members: Ed Expo, Back to School News, School Market Trends and the School Equipment Show.

**Your company can be highly visible in The State of the School Market**—Now you can reach dealer members in one of NSSEA's highly-regarded publications. Beginning this summer, you can advertise in the State of the School Market (one of the new quarterly issues), which covers the most pressing education issues of the year such as federal spending, demographics, early childhood learning, construction costs, technology, and ESEA.

## about essentials

**T**he 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 1,450 member companies, more than 900 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 school market trade.

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.



# 2010-2011 editorial calendar

MAGAZINE ISSUE	THEME	RESERVATION DUE	MATERIALS DEADLINE	MAIL DATE
Summer '10	State of the School Market	May 1	May 15	July 15*
Fall '10	School Equipment Show Preview	August 1	August 15	October 15*
Winter '11	Ed Expo Preview	November 1	November 15	January 15*
Spring '11	Back to School	February 1	February 15	April 15*
Summer '11	State of the School Market	May 1	May 15	July 15*
Fall '11	School Equipment Show Preview	August 1	August 15	October 15*

*\*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.

**Family Business** — Practical tips on how to manage a business with family members.

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

**New! 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.

**New! 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.

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

**New! End Zone** — News from NSSEA headquarters.

# 2011 magazine rates

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

**NO ADVERTISING RATE INCREASE FOR THE REST OF 2010!**

IN ADDITION, IF YOU MAKE YOUR 2011 RESERVATION BY AUGUST 2010, WE WILL HONOR THE 2010 RATES.

## ADVERTISING IN A BAD ECONOMY HELPS BUSINESSES LONG-TERM

During economic downturns, advertising efforts are often the first to go. However, it can be a big mistake. A McKinsey study found that businesses that increased advertising spending during tough times were more likely to survive. Once the market recovered, these businesses saw substantial profit gains. In addition, a McGraw-Hill study, analyzing 600 companies from 1980-1985, found that companies that kept advertising during the 1981-1982 recession saw sales increase 256 percent over those who had not.

# 2011 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"

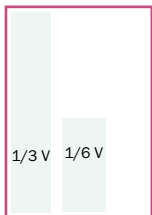
VERTICAL (2) — 2.25" x 9.5"

## 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 via FTP through filesanywhere.com. When ad reminders are sent out, advertisers, who have submitted reservations, will be given direction 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.

# 2011 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.

## ESSENTIALS WEEKLY ADVERTISING RATES

Frequency	Issues	Rates per month
1 month	4	\$ 625
3 months	12	\$ 605
6 months	24	\$ 515
12 months	48	\$ 455

Rates are billed on a monthly basis for runs shorter runs.

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

There is a limit of five advertisers per issue. Ads positions will rotate monthly for advertisers who reserve for 12 months.

Only three advertisers can rotate at the top position per year.

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

Ad placement is reserved on a first-come, first-served basis.

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

## ONLINE ADVERTISING SPECIFICATIONS

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

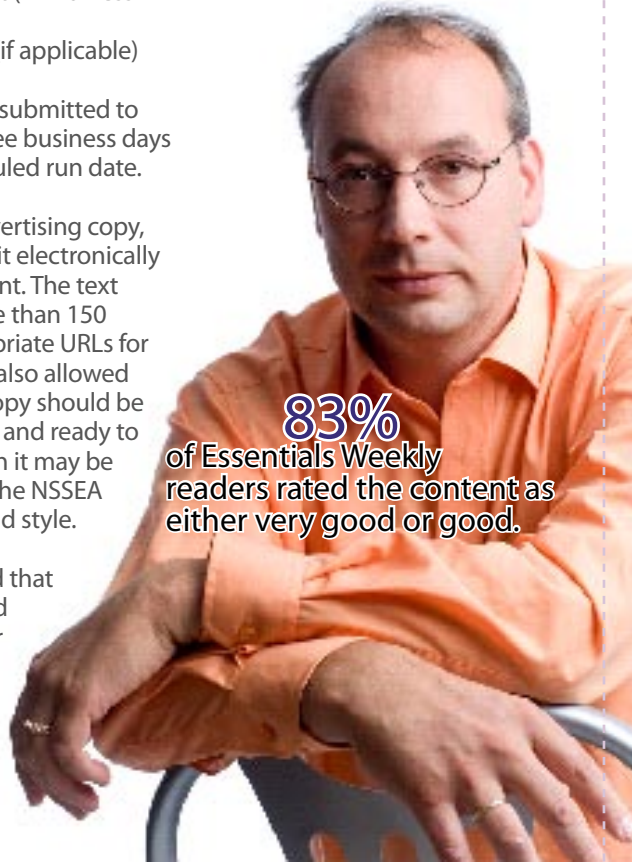
- Format: GIF or JPEG
- Pixel Size: 600x150 pixels (height to scale)
- File Size: no limit (17K or less recommended)
- URL for linking (if applicable)

Materials must be submitted to NSSEA at least three business days prior to the scheduled run date.

To submit text advertising copy, you must provide it electronically as a text attachment. The text should be no more than 150 words with appropriate URLs for linking. Logos are also allowed with the ad. The copy should be completely edited and ready to post as is, although it may be further edited by the NSSEA team for length and style.

It is recommended that short URLs be used (i.e., NSSEA.org), or the URL will wrap at the line break in a text email.

Send press ready materials to: DeShuna Spencer at [dspencer@nssea.org](mailto:dspencer@nssea.org) or call 800.395.5550 ext. 1034, for more details.



**83%**  
of Essentials Weekly  
readers rated the content as  
either very good or good.

**LESS PAPERWORK!** YOU CAN NOW FILL OUT YOUR INSERTION ORDER

ONLINE AT: [HTTP://ESSENTIALS.NSEA.ORG/EMAG\\_FORM.CFM](http://essentials.nsea.org/emag_form.cfm)

## COMPANY INFO

Member  NonMember

Advertiser/Client Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## Ad Size/SHAPE

Ad Size \_\_\_\_\_

Number of Issues \_\_\_\_\_

Cost per insertion \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

## COLOR

4-color

2-color

Black & White

## AD COPY

Ad will repeat

Ad materials enclosed

Automatic renew after expiration

## ESSENTIALS MAGAZINE ISSUE

SUMMER 2010

FALL 2010

WINTER 2011

SPRING 2011

SUMMER 2011

FALL 2011

## MAGAZINE Ad Sizes/POSITIONS

FULL PAGE

TWO-THIRDS PAGE

HALF PAGE

ONE-THIRD PAGE (H)

ONE-THIRD PAGE (V)

BACK COVER

INSIDE FRONT COVER

INSIDE BACK COVER

## ONLINE ADVERTISERS

ONE ISSUE

ONE MONTH

THREE MONTHS

SIX MONTHS

TWELVE MONTHS

## ADVERTISING CONTACT

DeSHUNA SPENCER

DIRECTOR OF COMMUNICATIONS

8380 COLESVILLE ROAD, STE. 250

SILVER SPRING, MD 20910

800.395.5550 x1034

FAX: 301.495.3330

DSPENCER@NSSEA.ORG

PLEASE SIGN BELOW TO AUTHORIZE (ONLY SIGNED RESERVATIONS WILL BE ACCEPTED)

Signature \_\_\_\_\_ Date \_\_\_\_\_