

# 2009 Ed Expo Show Program



Amplify your exposure at the industry's **LARGEST** back-to-school trade event.

## 2008 Ed Expo Show Statistics

For more information, visit:  
[www.nssea.org](http://www.nssea.org)

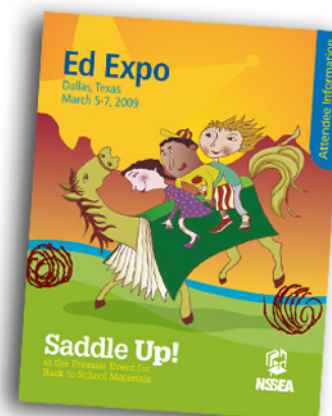
- 1,097 attendees from 459 companies!
- 38% of dealers were attending Ed Expo for the first time.
- 80% of show attendees plan to return in 2009.



### Dealers at Ed Expo 2008

- Owner: 37.9%
- Management: 26.8%
- Buyer: 23.6%
- Sales: 7.4%
- Other: 4.3%

Attendees at Ed Expo are the owners, managers and executives of parent-teacher retail stores, school supply catalog companies and distributor companies.



## Advertising in the 2009 Ed Expo Show Program...

### MAXIMIZES EXPOSURE:

Special placement within the publication ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact.

### ENHANCES VISIBILITY:

All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

### DRIVES TRAFFIC:

Increase the number of visitors to your Web site with a free listing in our **Advertiser.com** cross-reference feature.

During March 5-9, 2009 key professionals from the school market will meet in Dallas for the 2009 Ed Expo. The Ed Expo is the country's premier back-to-school buying event in the educational products marketplace. Placing your company's message in the **2009 Ed Expo Show Program** is your opportunity to maximize your exposure at the show.

### The Association:

The National School Supply and Equipment Association (NSSEA) is a not-for-profit international trade organization that promotes an open market for quality educational products and services that are produced and delivered by professional suppliers and dealers.

[www.naylor.com](http://www.naylor.com)



WE ARE THE INDUSTRY.

CONTACT:



## Print Advertising Specs (Guide – 8.375" x 10.875")

### The Publication

The **2009 Ed Expo Show Program**: An 8.375" x 10.875", full-color, glossy-stock, spiral-bound trade show guide. Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed Insertion Order received on or before the sales close date. Invoices are issued upon publication.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of the **2009 Ed Expo Show Program**.

### Guide Ad Sizes

| Size                | Width   | Height  |
|---------------------|---------|---------|
| DPS Bleed           | 17"     | 11.125" |
| DPS Trim            | 16.5"   | 10.875" |
| DPS Live Area       | 15.417" | 9.5"    |
| Full Page Bleed     | 8.625"  | 11.125" |
| Full Page Trim      | 8.375"  | 10.875" |
| Full Page Live Area | 7"      | 9.5"    |
| 2/3 Hz.             | 7"      | 6.333"  |
| 2/3 Vt.             | 4.583"  | 9.5"    |
| 1/2 Hz.             | 7"      | 4.583"  |
| 1/2 Vt.             | 4.583"  | 7"      |
| 1/2 Long Vt.        | 3.333"  | 9.5"    |
| 1/3 Hz.             | 7"      | 3"      |
| 1/3 Vt.             | 2.166"  | 9.5"    |
| 1/3 Sq.             | 4.583"  | 4.583"  |
| 1/4 Hz.             | 4.583"  | 3.333"  |
| 1/4 Vt.             | 3.333"  | 4.583"  |
| 1/6 Hz.             | 4.583"  | 2.166"  |
| 1/6 Vt.             | 2.166"  | 4.583"  |
| 1/8 Hz.             | 3.333"  | 2.166"  |
| 1/8 Vt.             | 2.166"  | 3.333"  |

### Artwork Requirements

**All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.**

**IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.**

All color artwork must be in CMYK mode; black and white artwork must be in either Greyscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor Web site at [www.naylor.com](http://www.naylor.com) and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.





## Net Advertising Rates

### DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

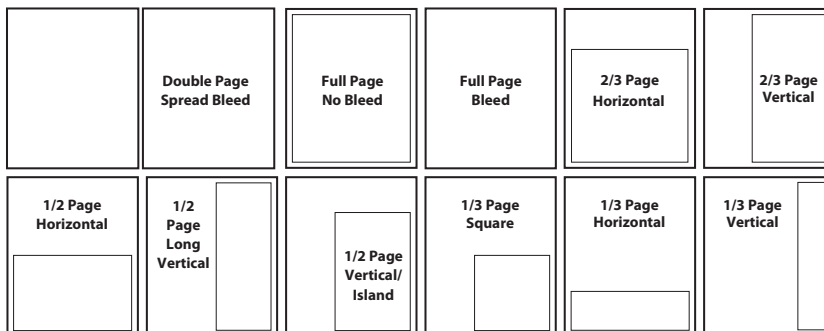
### Full-Color Rates

| Size                              | Rates   |
|-----------------------------------|---------|
| Double Page Spread                | \$4,000 |
| Outside Back Cover                | \$3,300 |
| Inside Front or Inside Back Cover | \$2,750 |
| Full Page                         | \$2,000 |
| 2/3 Page                          | \$1,300 |
| 1/2 Page                          | \$1,100 |
| 1/3 Page                          | \$775   |

### Black-and-White Rates

| Size      | Rates   |
|-----------|---------|
| Full Page | \$1,100 |
| 2/3 Page  | \$775   |
| 1/2 Page  | \$675   |
| 1/3 Page  | \$450   |

### Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).  
NSE-G0009 (LR 8/11/2008 NSE-G0009)



## Categories

Please check the category you would like to be listed under, then initial and date the bottom of the page. If your category, product or service is not listed, a new listing can be created for you.

### Art Supplies

- Art Papers, Canvas, Board, Film
- Ceramic Equipment & Supplies
- Chalk & Accessories
- Clays, Dough, & Model Compounds
- Craft Kits
- Craft Supplies: Beads, Glitter, Jewelry, Pom Poms, Wiggle Eyes
- Cutting Tools: Knives, Cutters, Cropping, Scaling Instruments
- Drawing Materials: Pencils, Pens, Crayons, Markers, Pastels
- Glues & Adhesives
- Inks & Dyes
- Paints & Paint Accessories: Brushes, Cups, Trays, Easels
- Measuring Instruments: Rules, Rulers, T-Squares
- Sand Art Supplies & Kits
- Scrapbook Supplies
- Sculpting Tools & Accessories
- Stamping Materials
- Stencils/Templates

### Electronic Learning Aids & Games

- Felt/Flannel Board Sets & Accessories
- Games: Board Games, Cards
- Magnetic Games, Kits & Accessories
- Manipulatives
- Maps, Globes & Accessories
- Multimedia Kits
- Music CDs, Cassettes & Records
- Musical Instruments & Accessories
- Overhead/AV Resources
- Puzzles & Puzzle Racks
- Reference Books, Dictionaries, Textbooks
- Scientific Instruments, Kits & Supplies
- Scientific Models/Anatomical Models
- Student Workbooks & Reproducibles
- Teacher/Parent Resources
- Theme Units & Kits
- Videos

*Categories continued on next page...*

### Educational Resources/Materials

- Active Play: Mats, Play Vehicles, Play Houses, Sand/Water Toys
- Blocks & Building Systems: Unit Blocks, Construction Sets
- Bulletin/Display Board Decorations & Accessories
- Charts, Sets & Accessories: Pocket, Word Wall
- Children's Books: Fiction - Emergent Readers, Storybook Sets
- Dolls, Stuffed Animals, Puppets & Toys
- Dramatic Play: Dress-Up, Homemaking, Play Furniture
- Educational Carpets, Rugs, & Flooring
- Educational Software



## Categories Continued...

Please check the category you would like to be listed under, then initial and date the bottom of the page. If your category, product or service is not listed, a new listing can be created for you.

### Classroom/Office Supplies

- Chart Stands & Accessories
- Classroom Décor & Accessories: Calendars, Posters, Paper Rolls, Signs, Trim, Borders
- Computer Supplies & Accessories
- Die Cutters & Accessories
- Flags, Banners & Accessories
- Incentives & Rewards (Pencils & Erasers, Charts, Awards, Certificates, Stickers, Rubber Stamps)
- Office Supplies: Staplers, Sharpeners, Scissors, Punches, Push-Pins, Tape & Dispensers
- Organizational Supplies & Accessories: Sorters, Trays, Filing Systems
- Paper Products: Writing Paper, Envelopes, Composition Books
- Presentation Materials: Binders, Portfolios
- Teacher Gift Items
- Teacher Resources: Planning, Grading, Communication, Forms, Nametags, Plates, Passes, Charts
- Writing Materials: Pens, Pencils, Markers, Highlighters

### Equipment, Furniture, Fixtures & Accessories

- Audiovisual Equipment & Supplies
- Bulletin/Chalk/Dry Erase/Display Boards
- Cabinets, Lockers, Shelving & Storage Systems
- Cafeteria Furniture & Equipment
- Classroom Furniture & Equipment
- Cleaning Equipment & Supplies
- Communication Systems & Equipment
- Computer Furniture
- Computer Hardware & Accessories
- Copiers, Fax Machines & Accessories
- Flooring & Floor Coverings
- Lab Furniture & Equipment
- Laminators & Accessories
- Library/Display Furniture & Equipment
- Office Furniture & Equipment
- Operable Partitions/Space Dividers
- Playground/Athletic Equipment
- Preschool/Early Childhood Furniture & Equipment
- Recreational/Drama/Athletic Equipment & Supplies
- Recycling Equipment & Supplies
- Replacement Furniture & Seating Components
- Seating - Auditorium, Stadium & Theater
- Seating - Bleachers & Grandstands
- Shades, Drapes, Fixtures & Accessories
- Other: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



One free listing with any size ad. Additional listings at \$15.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ **Additional Index Categories X \$15.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## Direct-Mail Rates and Information

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the **2009 Ed Expo Show Program** is wrapped. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with the publication will ensure exposure for your company.

**Your direct-mail piece will reach all show attendees at the Ed Expo 2009.** Attendees at Ed Expo, the largest back-to-school ordering show, are the owners, managers and executives at parent-teacher retail stores, school supply catalog companies and distributor companies.

### Net Rates – Pieces Furnished by Advertiser

| Surfaces            | Rates      |
|---------------------|------------|
| 1-Page (2 surfaces) | \$1,489.50 |
| 2-Page (4 surfaces) | \$1,859.50 |
| Postcard            | \$1,489.50 |

\*3-Page/6 surface or more available. Additional postage and shipping charges may apply.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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### Sign and return to:

www.naylor.com





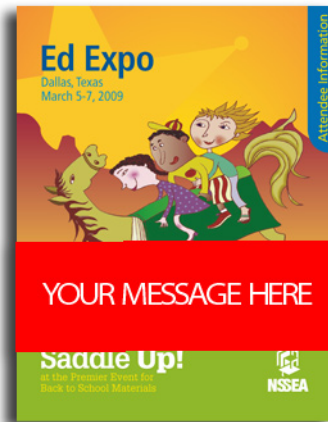
## EXCLUSIVE OPPORTUNITY: Belly Band Cover Wrap

A full-color belly band wraps your message around **2009 Ed Expo Show Program**, making your company's ad the first readers see when they receive their copy. Include product descriptions, pictures and much more on the belly band's surface. Since readers must detach the band to access the rest of the publication, your advertising message is certain to be noticed. If needed, our in-house design team can help create your belly band at no additional cost.

**This is an exclusive advertising opportunity**, as only one belly band will be sold per issue. Call your Naylor account executive to secure your reservation today!

- Regular Belly Band: \$4,859.50**

*All prices are per insertion.*



### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

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Sign and return to: \_\_\_\_\_

www.naylor.com





## Exhibitor Logo Opportunity

Enhance your 2009 Ed Expo Exhibitor listing with a logo and make your company stand out from the competition. With your logo placement, your company will also be listed in the **Index of Advertisers** section in the back of the publication. This listing allows potential customers to find your company easily under the category of your choice. An enhanced logo allows you not only make your exhibitor listing stand out and look great, but also show your support for NSSEA.

Contact your account representative today to submit your logo!

- Full-color Logo: \$329.50
- Black-and-white Logo: \$279.50

All rates are per insertion. Invoices are issued upon publication.

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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Sign and return to: \_\_\_\_\_

www.naylor.com

