

WE ARE THE INDUSTRY.

# School Equipment Show

November 18-20, 2009 • Phoenix, Arizona



## REACH THE BUYERS IN A \$20.6 BILLION MARKET

The 2009 School Equipment Show is **the industry's leading event** for distributors and key purchasing officials in the education furniture, fixtures and equipment market! Target this major purchasing audience by participating in the **2009 School Equipment Show Program**.

**Make the most of your exhibiting investment!** Because the show program contains important show information, floor plans and a schedule of events, it will be in the hands of attendees the duration of the show. Our pre-show e-mailing of the **Show Program** digital version will be distributed to all pre-registered attendees in the weeks leading up to the show. The digital **Show Program** will also be included in promotional e-mails sent to 2,000+ non-registered dealers to generate interest and increase attendance at the show.

- **Tell customers where they can find you**
- **How to schedule an appointment to meet during the show**
- **Highlight the products and services you will be showcasing**

The more you can tell attendees about your company before they hit the show floor, the greater traffic your booth will have!

### YOUR AUDIENCE — Who attends?

Attendees are distributors and **those who evaluate, influence or make the final purchase decision** for the full range of products necessary to build, maintain, repair and enhance educational facilities.

This includes architects and designers who create educational facilities, as well as school district facilities planners and business officials at K-12 public, private and charter schools.

**Schools across America will receive billions of dollars in funding through the American Recovery and Reinvestment Act (ARRA) of 2009.** Attendees will decide how this money is spent on everything from equipment upgrades to new furniture and fixture replacements.

**High-visibility premium positions will be awarded on a first-come, first-served basis. Contact your Naylor account executive today!**



### Show Program print edition

Copies will be distributed to attendees as they enter the show floor. New in 2009, the program will be produced in a 6" x 9" format to be more convenient for attendees to carry at the show and after.



### NEW! Show Program digital edition

An exact replica of the print version, the interactive digital edition will be e-mailed to attendees and NSSEA members **before the show** and creates custom branding opportunities for your company. Ads are hyperlinked to the landing page of your choice, increasing traffic to your Web site.

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For more information, visit:  
**www.nssea.org**

# 2009 School Equipment Show Program

## Net Advertising Rates



### Full-Color Rates

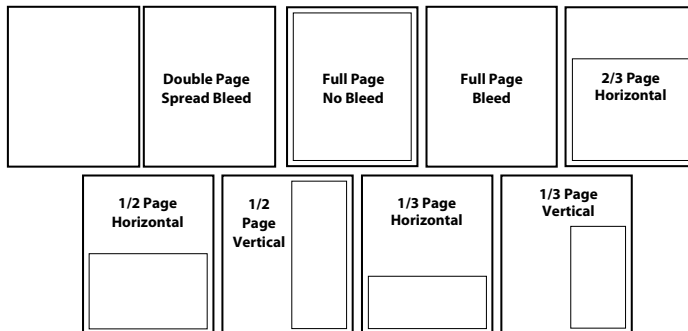
**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

Size	Rates
Double Page Spread	\$4,200.00
Outside Back Cover	\$3,399.50
Inside Front or Inside Back Cover	\$2,849.50
Tab	\$2,699.50
Full Page	\$2,099.50
2/3 Page	\$1,369.50
1/2 Page	\$1,159.50
1/3 Page	\$809.50

### Black-and-White Rates

Size	Rates
Full Page	\$1,159.50
2/3 Page	\$809.50
1/2 Page	\$709.50
1/3 Page	\$469.50

### 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-G0109 (LR 6/26/09 NSE-G0109)



# 2009 School Equipment Show Program

## Print Advertising Specs (Roster – 5.75" x 8.5")

### The Publication

The annual **School School Equipment Show Program**: a 5.75" x 8.5", full-color, spiral-bound trade show program. 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 *School Equipment Show Program*.

### Roster Ad Dimensions

Size	Width	Height
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page Trim	5.75"	8.5"
Full Page Live Area	5"	7.5"
2/3 Hz.	5"	4.916"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/3 Hz.	5"	2.333"
1/3 Vt.	2.333"	4.916"

**Note:** Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

### 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 High-res 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.



## Digital Edition

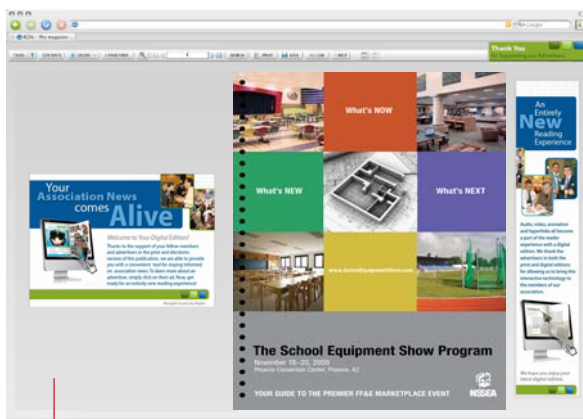
In addition to print, the *School Equipment Show Program* is also available in a fully interactive digital version. Viewers can virtually flip through the pages, forward items of interest to colleagues and click on ads to be redirected to the company's Web site.

### Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your Web site
- Interact with viewers and facilitate the buying process
- Generate an immediate response from customers

Pre-registered attendees will receive the digital program via e-mail in the weeks leading up to the show. A link will be posted on NSSEA's Web site after the show is over, ensuring longevity for your online presence.

Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.



### eToolbar

**JPG or GIF: 250 x 50 pixels**

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

### eSkyscraper

**JPG or GIF: 228 x 1140 pixels**

The eSkyscraper ad displays the entire time the digital edition is open.

### eSponsorship

**JPG, GIF, Flash or video: 645 x 465 pixels**

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

### With the digital edition, readers can:

- Read the issue online or download it for later.
- Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- E-mail articles of interest to colleagues.
- Click on ads to go directly to an advertiser's Web site.

### eLink

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. All of our advertising options include this upgrade.



CONTACT:

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