A Must-Read for the Industry

*School Construction News* is a leading online publication for education industry decision makers nationwide. Each issue delivers a comprehensive snapshot of breaking news, trends and best practices that can lead to better business and operational decisions for more than 20,000 online readers.

*School Construction News* includes articles focusing on facility design, maintenance, operations, executive and company profiles, green projects, products and services listings, and much more.

Our extensive readership includes:
- Superintendents and Assistant Superintendents
- Architects and Engineers
- Directors and Facility Managers
- School Board Members and Presidents
- Chief Administrators
- Project and Purchase Managers
- Product Manufacturers and Installers
- Program and Construction Managers
- General Contractors, Builders and Tradespeople

Increase Your Market Share

*School Construction News* is also your best media buy! With industry leaders throughout the country subscribing to *School Construction News*, the coverage of your products, services and projects will be well-recognized by readers.

Both K-12 and higher education enrollments are projected to rise solidly through 2021, according to the National Center for Education Statistics, and schools and universities are increasingly investing in new facilities and renovation and expansion projects.

*School Construction News* also offers both a weekly and monthly online platform. Integrate your company, project profiles, videos, production information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.

Hot Products

Your product, services description and image can appear prominently in *School Construction News*.
- Build your web traffic and hot prospect database
- Link prospects directly to your website
School Construction News Is Your Best Media Buy

Our loyal readers are your future customers! Trade show attendance is down and there is no better way to reach your customers than through School Construction News. Our online readership includes thousands of professionals who have a direct impact on the industry. School Construction News provides important timely information for key decision makers responsible for U.S.-based educational facility design, construction, maintenance and operations.

**Highest Value Database** of 20,000+ online readers

- 70 percent educational facility management
- 20 percent A/E/C firms
- 78 percent have design & construction responsibility
- 70 percent have management, maintenance & operational responsibility
- 82 percent recommend, specify & approve purchases

**Most Unique Editorial Niche**

- Each issue delivers more school facility news than all other industry publications combined
- School Construction News is the MUST READ magazine for busy industry decision makers

Source: School Construction News Reader Profile Survey

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**Circulation by Business/Industry Segment**

- Educational Facility 62%
- Others Allied to the Field 26%
- Construction/Building 4%
- Supply/Manufacturing 4%
- Architecture/Engineering 4%

Source: School Construction News Reader Profile Survey
### Editorial Calendar

**Contact Zach Chouteau, Managing Editor, zach@emlenmedia.com**

<table>
<thead>
<tr>
<th>ISSUE &amp; FOCUS</th>
<th>FEATURE</th>
<th>PRODUCT FOCUS</th>
<th>INDUSTRY EVENTS</th>
</tr>
</thead>
</table>
| **January/February**  
Focus: Sustainable Schools  
*Editorial Materials Due:* 1/29/21  
*Ad Close:* 2/5/21  
*Ad Materials Due:* 2/12/21 | LEED-Certified Schools  
Trends in Green Design  
Green Technologies  
Board Member Update | Roofing  
Flooring  
HVAC  
Lighting  
Architecture/Engineering Services | — ASHRAE Winter Conference  
*March 15-17, Chicago, IL*  
— National School Board Association Conference  
*April 10-12, New Orleans, LA* |
| **March/April**  
Focus: Design/Construction  
*Editorial Materials Due:* 3/12/21  
*Ad Close:* 3/19/21  
*Ad Materials Due:* 3/26/21 | Interior Design  
Spotlight on Higher Education Design  
Architect Roundtable | Modular Buildings/Portable Classrooms  
Walls/Ceilings/Windows/Skylights  
Parking Control | — ASHRAE Annual Conference  
*June 26–30, 2021, Phoenix, AZ* |
| **Special Issue**  
*Editorial Materials Due:* 4/16/21  
*Ad Close:* 4/23/21  
*Ad Materials Due:* 4/30/21 | Top Higher Ed Housing Design  
Top K-12 High-Tech Design  
Top Sustainable Space  
Top Furnishings | Video Surveillance  
Fencing  
Alert Systems  
Security Doors | |
| **May/June**  
Focus: Safety & Security  
*Editorial Materials Due:* 5/28/21  
*Ad Close:* 6/4/21  
*Ad Materials Due:* 6/11/21 | Safety Trends  
Designing for Security  
Security Technology | Landscaping  
Lockers  
Fire Protection  
Pest Control | — ASHRAE Annual Conference  
*June 26–30, 2021, Phoenix, AZ* |
| **July/August**  
Focus: Maintenance/Operations  
*Editorial Materials Due:* 7/30/21  
*Ad Close:* 8/6/21  
*Ad Materials Due:* 8/13/21 | Facility Services  
Energy-Efficient Operations  
Renovations/Expansions  
School Maintenance | Furniture  
Drinking Fountains  
Locks/Hardware | |
| **September/October**  
Focus: Athletics, Recreation & the Arts  
*Editorial Materials Due:* 9/24/21  
*Ad Close:* 10/1/21  
*Ad Materials Due:* 10/15/21 | Sports Facility Focus  
Standout Performing Art Spaces  
Recreational Design | Scoreboards  
Bleachers  
Turf/Surfacing  
Acoustics | — LearningSCAPES 2021  
*October 13-17, Denver, CO* |
| **November/December**  
Focus: Next-Gen Learning Spaces  
*Editorial Materials Due:* 11/19/21  
*Ad Close:* 11/26/21  
*Ad Materials Due:* 12/3/21 | High-Tech Library Design  
Digital Learning  
Technology-Based Classrooms | New Technologies  
Smartboards/Whiteboards  
Digital Learning | — EDspaces 2021  
*November 3-5, Pittsburgh, PA* |

* *Industry event dates are subject to change*
School Construction News offers a website platform that is recognized as one of the best in the industry. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.

**Branded Content**
Along with in-house and industry-expert editorial features, we accept paid submissions on the site for branded content and job postings.

**Featured Product**
(800x445 pixels) and Product Focus can be submitted to our sales team for paid placement.

**Leaderboard**
(728x90 pixels) Top fold premium position, flash and video accepted.

**Streaming Video**
Showcase your company, facility project or product (Submit as a YouTube link).

**Box Banner**
(300x250 pixels), standard ad specs.

**Digital Offerings**
Increase your presence with our digital edition and NewsWire/eZ-Marketplace ads.
School Construction News offers a monthly opt-in NewsWire that reaches design, construction, facility and operations market leaders in the educational facility market.
Build your web traffic and your hot prospect database

■ Link prospects directly to your website
■ Click-through reports include prospect name, email and more

Full Banner
Top view (468x60 pixels)

Featured Product Specs
50-100 words of product specification information and a 300 dpi image and website link.

2021 SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>3/3/2021</td>
</tr>
<tr>
<td>June</td>
<td>6/2/2021</td>
</tr>
<tr>
<td>September</td>
<td>9/8/2021</td>
</tr>
<tr>
<td>December</td>
<td>12/8/2021</td>
</tr>
</tbody>
</table>
Each issue of *School Construction News* provides a comprehensive market snapshot of breaking news nationwide, trends and best practices that can lead to better business and operational decisions. Our readership includes facility operators, managers, and administrators, together with architects, engineers, maintenance personnel, suppliers and contractors.

### 2021 School Construction NewsWire Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>THEME</th>
<th>PRODUCTS &amp; SERVICES</th>
<th>EDITORIAL DEADLINE</th>
<th>SEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Sustainable Schools</td>
<td>Efficiency/Conservation</td>
<td>1/6/21</td>
<td>1/13/21</td>
</tr>
<tr>
<td>February</td>
<td>Design/Construction</td>
<td>Building Equipment</td>
<td>2/3/21</td>
<td>2/10/21</td>
</tr>
<tr>
<td>March</td>
<td>eZ-Marketplace</td>
<td>Hot Products</td>
<td>3/3/21</td>
<td>3/10/21</td>
</tr>
<tr>
<td>April</td>
<td>Interior Design</td>
<td>Lighting/Furniture</td>
<td>4/7/21</td>
<td>4/14/21</td>
</tr>
<tr>
<td>May</td>
<td>Safety &amp; Security</td>
<td>Security/Surveillance</td>
<td>5/5/21</td>
<td>5/12/21</td>
</tr>
<tr>
<td>June</td>
<td>eZ-Marketplace</td>
<td>Hot Products</td>
<td>6/2/21</td>
<td>6/9/21</td>
</tr>
<tr>
<td>July</td>
<td>Maintenance/Operations</td>
<td>Cleaning</td>
<td>7/7/21</td>
<td>7/14/21</td>
</tr>
<tr>
<td>August</td>
<td>Back to School</td>
<td>Audio/Visual</td>
<td>8/4/21</td>
<td>8/11/21</td>
</tr>
<tr>
<td>September</td>
<td>eZ-Marketplace</td>
<td>Hot Products</td>
<td>9/8/21</td>
<td>9/15/21</td>
</tr>
<tr>
<td>October</td>
<td>Athletics &amp; Recreation</td>
<td>Surfacing</td>
<td>10/6/21</td>
<td>10/13/21</td>
</tr>
<tr>
<td>November</td>
<td>Next-Gen Learning Spaces</td>
<td>Digital Learning</td>
<td>11/3/21</td>
<td>11/10/21</td>
</tr>
<tr>
<td>December</td>
<td>eZ-Marketplace</td>
<td>Hot Products</td>
<td>12/8/21</td>
<td>12/15/21</td>
</tr>
</tbody>
</table>
Custom Email Blasts

Have your message sent through School Construction News to guarantee that our subscribers receive your news! Customize your own message and use our list to send to the most qualified recipients.

Use custom email blasts for a variety of marketing needs, including, but not limited to:

- Promoting a new product or service
- Company announcements
- Surveys
- Promoting attendance at an upcoming industry show
- Job openings
Reach 20,000+ Digital Readers and Eliminate Competition
Secure Your 2021 Online Campaign Now
4-COLOR RATES

<table>
<thead>
<tr>
<th>Insertion</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>7x</th>
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</thead>
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<td>$6,423</td>
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<td>$2,214</td>
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<td>$2,006</td>
</tr>
</tbody>
</table>

AD COLOR OPTIONS

5-Color Process: Add $500 per insertion
Black & White: Subtract $500 per insertion

PREMIUM POSITIONS

Cover 2 & 3: 15% over earned rate
Cover 4: 20% over earned rate
Specific Position: 10% over earned rate

CLASSIFIED/BUSINESS CARD

<table>
<thead>
<tr>
<th>Insertion</th>
<th>1x</th>
<th>3x</th>
<th>7x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$600</td>
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<td>$400</td>
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<tr>
<td>Classified/Job Posting</td>
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<td>$125</td>
<td>$100</td>
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<tr>
<td>Add-on Per 1/4&quot;</td>
<td>$60</td>
<td>$50</td>
<td>$40</td>
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MECHANICAL REQUIREMENTS

<table>
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<tr>
<th>Magazine Trim Size</th>
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<td>12-3/4&quot;</td>
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<td>Standard Spread 15&quot;</td>
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<tr>
<td>Standard Page 7&quot;</td>
<td>10&quot;</td>
<td></td>
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<tr>
<td>Standard Page Horizontal 10&quot;</td>
<td>7&quot;</td>
<td></td>
</tr>
<tr>
<td>2/3 Page 4-1/2&quot;</td>
<td>10&quot;</td>
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<tr>
<td>1/2 Page Horizontal 7&quot;</td>
<td>4-7/8&quot;</td>
<td></td>
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<tr>
<td>1/2 Page Vertical 3-3/8&quot;</td>
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<tr>
<td>1/2 Page Island 4-1/2&quot;</td>
<td>7-1/2&quot;</td>
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<tr>
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<td>4-7/8&quot;</td>
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<tr>
<td>1/3 Page Vertical 2-1/4&quot;</td>
<td>10&quot;</td>
<td></td>
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<tr>
<td>1/4 Page 3-3/8&quot;</td>
<td>4-7/8&quot;</td>
<td></td>
</tr>
<tr>
<td>Business Card 3-1/2&quot;</td>
<td>2&quot;</td>
<td></td>
</tr>
</tbody>
</table>

AD SUBMISSION GUIDELINES

- We accept digital files produced in the following Macintosh or PC programs only: InDesign, Illustrator, Photoshop.
- Include all imported graphics, sized to 100%, and Macintosh fonts only — both printer and screen fonts. PC fonts are not accepted. If creating an ad on a PC, use common fonts for substitution or save fonts as outlines in Illustrator. Any graphics not saved to 100% will be resized and charged a production fee.
- PDF files are accepted. For best results, when supplying PDF files have all fonts embedded, CMYK color, and 300 dpi in resolution. Please contact the production department with any questions.
- Electronic ads (b/w and 4-color) must be accompanied by proofs. We cannot guarantee reproduction without hardcopy proofs. PDF files will be printed as is.
- When supplying Photoshop files, make sure they are saved as CMYK, in binary format as a TIFF or EPS file. Files saved as JPEGs or RGB will result in incurred production fees.
- Scanned Photoshop images must have a resolution of 300 dpi (no smaller).
- Any ads not sent to our specifications will be charged a production fee for file manipulation and corrections.
- Streaming video for the digital edition should be submitted as a 25MB file size limit, supported file types include FLV, MP4 and SWF.

BRANDED CONTENT MATERIALS

Please submit an article of 600 to 800 words in length as well as two to three 300 dpi images to include alongside the article.

DIGITAL MATERIALS

We accept GIF, JPEG, animated GIF and Flash (SWF) formats. Flash banner is Flash v5.0. Banner ads standard 72 dpi resolution, maximum file size is 30k. Streaming video is 300x250 pixels.

CONTACT

Circulation:
Louise Wainscott
louise@emlenmedia.com

Ad Material Submission:
Gaby Neal
gaby@emlenmedia.com

Graphical View of Ad Mechanical Layouts

- Tab Full Page (bleed)
- Tab Full Page (trim)
- Std. (6) Page (bleed)
- Std. (6) Page (trim)
- 1/2 Page (bleed)
- 1/2 Page (trim)
- 1/2 Page (bleed)
- 1/2 Page (trim)

Zach Chouteau
Managing Editor
zach@emlenmedia.com

Ed Langton
Group Publisher
ed@emlenmedia.com
## Digital Rates & Specs

### Digital Edition

**Per Issue Contract**
- Page Zero Sponsorship ........................................... $2,500
- Additional Website, Email & Editorial Links ............. $600/extra link
- Streaming Video ....................................................... $600
- Reader Survey Embedded in Ad ................................ $500
- Sponsorship for Featured Sections ............................. $1,000

### Newswire & EZ-Marketplace

**Newswire**
- Branded Content ..................................................... $1,500
- Featured Product ..................................................... $2,500
- Full Banner (468x60 pixels) ................................. $1,400
- Logo Sponsorship .................................................. $800

**EZ-Marketplace**
- Featured Product ..................................................... $3,000
- Full Banner (468x60 pixels) ................................. $1,400
- Logo Sponsorship .................................................. $800

### Website

**1-Month Contract**
- Box Banner (300x250 pixels) ................................ $1,800
- Leaderboard (728x90 pixels) ................................ $1,900
- Video (submit via YouTube link) ......................... $2,100
- Featured Product .................................................. $1,000
- Job Posting (only offered for 1-month contract) ....... $500
- Branded Content (only offered for 1-month contract) .... $1,000

**2-Month Contract**
- Box Banner (300x250 pixels) ................................ $2,300
- Leaderboard (728x90 pixels) ................................ $2,400
- Video (submit via YouTube link) ......................... $2,600
- Featured Product .................................................. $1,500

**3-Month Contract**
- Box Banner (300x250 pixels) ................................ $2,800
- Leaderboard (728x90 pixels) ................................ $2,900
- Video (submit via YouTube link) ......................... $3,100
- Featured Product .................................................. $2,000

### Custom Email Blasts

- $2,500 (per blast)

### List Rentals

- List Rental Rate ................................................... $150/m
- List Rental Policy: List rental of subscriber mailing addresses is a one-time only use.

### Social Media

**1-month contract***
- Twitter Mention: $1,000
- LinkedIn Mention: $1,000

* *School Construction News will mention your company once a week for one month with information provided by company.*

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**Publisher of specialized business news since 1994**

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**Ed Langton**
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**Zach Chouteau**
Managing Editor
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