

# 2024 MEDIA KIT

**SchoolConstructionNEWS**  
design+construction+operations

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

Rate Card No.26



## 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 20,700+ 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 2024, 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 20,700+ online readers

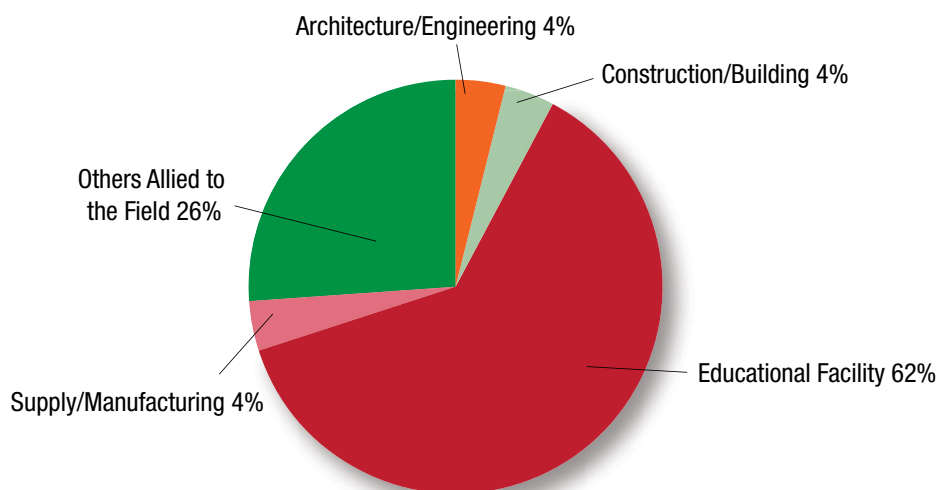
- 70 percent educational facility management
- 20 percent A/E/C firms
- 78 percent have design & construction responsibility
- 70 percent have management, maintenance & operational responsibility
- 82 percent recommend, specify & approve purchases

### 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

## Circulation by Business/Industry Segment



Source: School Construction News Reader Profile Survey

Contact Zach Chouteau, Managing Editor, [zach@emlenmedia.com](mailto:zach@emlenmedia.com)

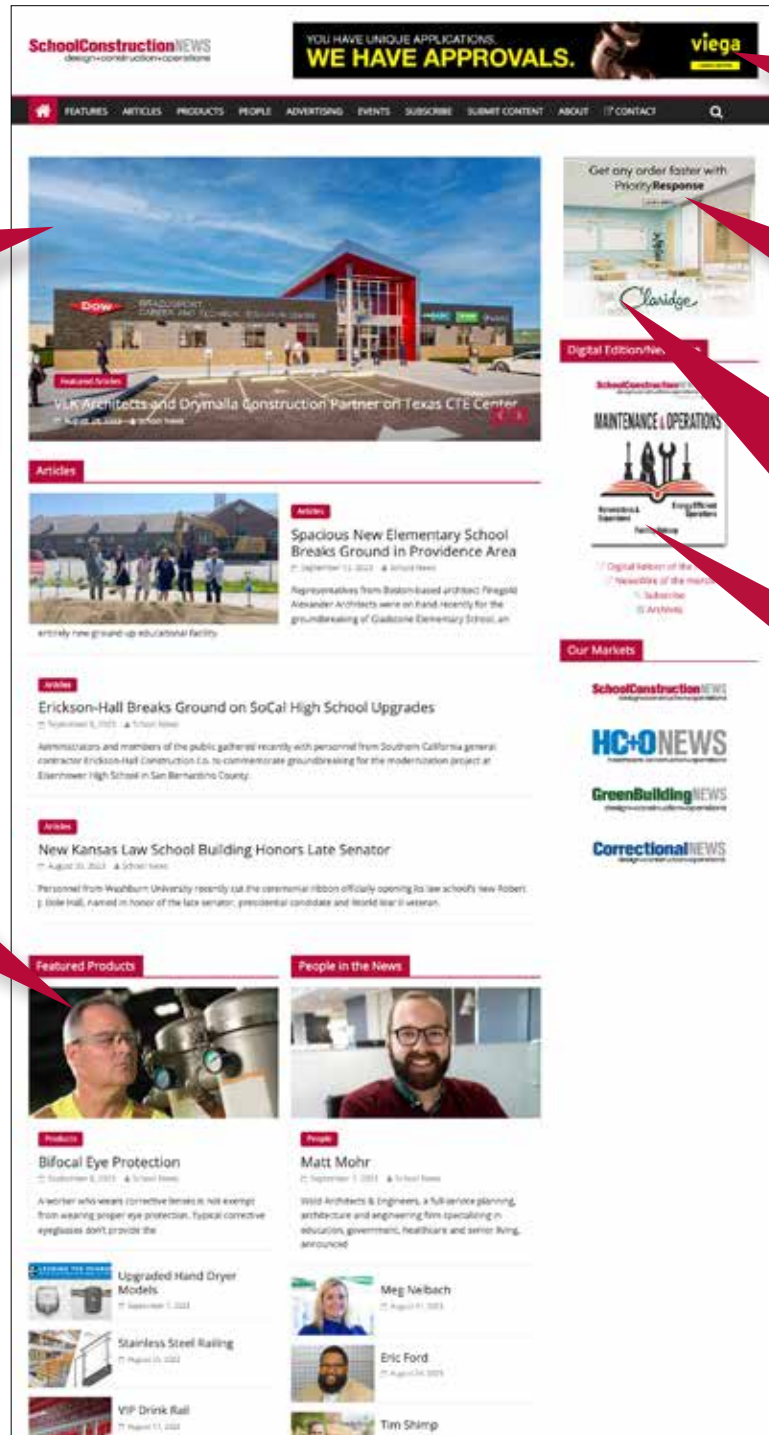
ISSUE & FOCUS	FEATURE	PRODUCT FOCUS	INDUSTRY EVENTS
<b>January/February</b> <b>Focus:</b> Sustainable Schools <b>Editorial Materials Due:</b> 1/5/2024 <b>Ad Close:</b> 1/12/2024 <b>Ad Materials Due:</b> 1/19/2024	<ul style="list-style-type: none"> <li>• LEED-Certified Schools</li> <li>• Trends in Green Design</li> <li>• Green Technologies</li> <li>• Board Member Update</li> </ul>	<ul style="list-style-type: none"> <li>• Roofing</li> <li>• Flooring</li> <li>• HVAC</li> <li>• Lighting</li> <li>• Architecture/Engineering Services</li> </ul>	
<b>March/April</b> <b>Focus:</b> Design/Construction <b>Editorial Materials Due:</b> 3/1/2024 <b>Ad Close:</b> 3/8/2024 <b>Ad Materials Due:</b> 3/15/2024	<ul style="list-style-type: none"> <li>• Interior Design</li> <li>• Spotlight on Higher Education Design</li> <li>• Architect Roundtable</li> </ul>	<ul style="list-style-type: none"> <li>• Modular Buildings/Portable Classrooms</li> <li>• Walls/Ceilings/Windows/Skylights</li> <li>• Parking Control</li> </ul>	
<b>May/June</b> <b>Focus:</b> Safety & Security <b>Editorial Materials Due:</b> 5/31/2024 <b>Ad Close:</b> 6/7/2024 <b>Ad Materials Due:</b> 6/14/2024	<ul style="list-style-type: none"> <li>• Safety Trends</li> <li>• Designing for Security</li> <li>• Security Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Landscaping</li> <li>• Lockers</li> <li>• Fire Protection</li> <li>• Pest Control</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NAFSA Conference &amp; Expo</b> -5/28 - 5/31 New Orleans, LA</li> </ul>
<b>Special Issue</b> <b>Editorial Materials Due:</b> 7/5/2024 <b>Ad Close:</b> 7/12/2024 <b>Ad Materials Due:</b> 7/19/2024	<ul style="list-style-type: none"> <li>• Top Higher Ed Housing Design</li> <li>• Top K-12 High-Tech Design</li> <li>• Top Sustainable Space</li> <li>• Top Furnishings</li> </ul>	<ul style="list-style-type: none"> <li>• Video Surveillance</li> <li>• Fencing</li> <li>• Alert Systems</li> <li>• Security Doors</li> </ul>	
<b>July/August</b> <b>Focus:</b> Maintenance/Operations <b>Editorial Materials Due:</b> 8/2/2024 <b>Ad Close:</b> 8/9/2024 <b>Ad Materials Due:</b> 8/16/2024	<ul style="list-style-type: none"> <li>• Facility Services</li> <li>• Energy-Efficient Operations</li> <li>• Renovations/Expansions</li> <li>• School Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Furniture</li> <li>• Drinking Fountains</li> <li>• Locks/Hardware</li> </ul>	
<b>September/October</b> <b>Focus:</b> Athletics, Recreation & the Arts <b>Editorial Materials Due:</b> 9/27/2024 <b>Ad Close:</b> 10/4/2024 <b>Ad Materials Due:</b> 10/11/2024	<ul style="list-style-type: none"> <li>• Sports Facility Focus</li> <li>• Standout Performing Art Spaces</li> <li>• Recreational Design</li> </ul>	<ul style="list-style-type: none"> <li>• Scoreboards</li> <li>• Bleachers</li> <li>• Turf/Surfacing</li> <li>• Acoustics</li> </ul>	<ul style="list-style-type: none"> <li>• <b>NACAC Conference &amp; Expo</b> -9/26 - 9/28 Los Angeles, CA</li> <li>• <b>Association for Learning Environments</b> -10/15 - 10/19 Portland, OR</li> </ul>
<b>November/December</b> <b>Focus:</b> Next-Gen Learning Spaces <b>Editorial Materials Due:</b> 11/15/2024 <b>Ad Close:</b> 11/22/2024 <b>Ad Materials Due:</b> 11/29/2024	<ul style="list-style-type: none"> <li>• High-Tech Library Design</li> <li>• Digital Learning</li> <li>• Technology-Based Classrooms</li> </ul>	<ul style="list-style-type: none"> <li>• New Technologies</li> <li>• Smartboards/Whiteboards</li> <li>• Digital Learning</li> </ul>	

\* 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

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

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

**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.

**SchoolConstructionNEWSWIRE**  
The newsletter dedicated to school/higher ed facility design, construction, maintenance & operations.

Sponsored by  
**VANIR**

**Equity in the Classroom**  
An essential question for us all to ponder: Are we providing true equity of opportunity for every single student?

**More Features**

**Education**  
Early Warning Fire & Gas Detection in Campus and K12 is Priority #1. [Learn More](#)

**Height-Adjustable Desk**  
HAT Collective is introducing Fiellø®, a groundbreaking height adjustable desk.  
**HAT Collective**

**Solid Surface Collection**  
Durasein's latest collection features a palette of electric colorways, all made of premium, 100% acrylic solid surface material.  
**Durasein**

**More Products**

**Logo Sponsorship**  
JPEG or PNG file

**Branded Content**  
Submit your case study or tailor an article to promote your company, product or project. Copy should be 500-700 words with two 300dpi images.

**Full Banner**  
Top view (468x60 pixels)

**Featured Product**  
Rotate products each month with in-depth product features and specs. Use images and a brief description to educate prospects.

- Build your web traffic and your hot prospect database
- Link prospects directly to your website
- Click-through reports include prospect name, email and more



## Featured Product Information

As a valued subscriber to School Construction News, we are pleased to send you this edition of the School Construction News **eZ-Marketplace**, a product information service. Simply click the product image to learn more about the product and company. To secure your company's product placement, contact [sales@emlenmedia.com](mailto:sales@emlenmedia.com).

**Is your educational brandacing every test?**  
Emlen Media helps your marketing pass with flying colors.

Contact [ed@emlenmedia.com](mailto:ed@emlenmedia.com)

If you have news of your own to share, Emlen Media can help in cost-effective ways that build your brand identity by reaching all the right people in the industry. Our full slate of resources includes well-trafficked websites, customized e-blasts, and branded content that can put your powerful message right into the hands of today's top executives.

Contact Group Publisher Ed Langton today for a quotation!

[ed@emlenmedia.com](mailto:ed@emlenmedia.com) | (450) 750-1525

**Full Banner**

Top view (468x60 pixels)

## TOP PRODUCTS



### Cassette Wall Cladding

RHEINZINK and its partners offer a choice of architectural zinc materials fabricated into single-skin large-format cassette panels and engineered for installation on façade and wall cladding systems.

**RHEINZINK**



### Customizable Seating Solution

Allseating announces a new first-of-its-kind seating solution, Res.

### Allseating



### CrossingGuard with ThreatProtect

Clipay Corporation is proud to introduce CrossingGard with ThreatProtect, available on grilles, doors, or insulated doors through its Cornell and Cookson brands.

### Cookson Door

**Featured Product Specs**

50-100 words of product specification information, headline and a 300 dpi image and website link.



**EmlenMEDIA**  
Publisher of specialized business news | Since 1994

New for 2024, the Spotlight Product opportunity places your company's freshest offering at the top of the Hot Products page—and puts it top of mind with today's decision-makers. Extra copy for the key features and an expanded image are sure to grab the attention of our readers and the industry.

# HOT PRODUCTS

## Spotlight Product

### Modular Whiteboard System

Polyvision Corp.'s Flow™ full wall modular whiteboard system has been installed in High Point School (High Point), a public school in Ann Arbor, Mich., dedicated to meeting the special needs of students with disabilities. The durable, easy-to-clean writing surfaces enhance teaching, communication and learning while helping to maintain a safe environment for medically fragile students.

Designed to promote engagement and interaction, Flow's floor-to-ceiling surfaces provide an adaptive and easily accessible collaboration tool, which is especially important for students with learning or mobility challenges. The non-porous CeramicSteel surface is easy to clean and sanitize, reducing exposure of students to bacteria and other harmful microbes.

Polyvision Corp.  
[www.polyvision.com](http://www.polyvision.com)  
Reader Service #200



Put your newest product in the spotlight by contacting: SCN at [dave@emlenmedia.com](mailto:dave@emlenmedia.com)!

### Spotlight Product Specs

Up to 100 words of product information with headline and a 300 dpi image and website link.

### Acid Cabinets

SciMatCo acid cabinets are manufactured without using any metal components. Acids readily oxidize metal—SciMatCo cabinets contain no metal. Even if metal is coated or painted, a single scratch will break the protected surface and the oxidation begins to spread rapidly.

SciMatCo  
[www.scimatco.com](http://www.scimatco.com)  
Reader Service #201



### Sports and Multipurpose Flooring

A resilient sheet flooring designed for active environments, Motiva Sports and Multipurpose Flooring performs in interior settings that inspire, motivate and drive movement. From multipurpose community use to sport-focused facilities, Motiva excels in durability, stability, and visual strength. Motiva offers various thickness options including 8MM Competition and 6.5MM Versa which feature a Class 2 shock absorption rating in accordance with the ASTM F2772 standard for high-performance requirements, as well as 4.5mm Multi and 2mm Strongside for multipurpose use.



TAJ Flooring  
[www.tajflooring.com](http://www.tajflooring.com)  
Reader Service #202

### Featured Product Specs

Up to 50 words of product information with headline and a 300 dpi image and website link.

### Hi-Vis Pullover Hoodies

Pyramex has expanded its summer offerings to include its new RLPH1 Series of lightweight pullover hoodies that combine UPF 50+ sun protection with lightweight moisture-wicking fabric to keep workers well protected and cool this summer.

With two bright colors available, the new RLPH1 hoodie allows workers to be clearly visible by others around them during the day as well as in low light conditions. The new Pyramex RLPH1 pullover hoodie is made from a polyester and spandex blend which makes it lightweight with moisture-wicking capabilities, perfect for keeping workers cool while working up a sweat outdoors. The RLPH1 pullover hoodie is available in three colors: hi-vis yellow, hi-vis orange and dark gray; and is available in a wide range of sizes from small to 5XL.



Pyramex  
[www.pyramexsafety.com](http://www.pyramexsafety.com)  
Reader Service #203

### Touch-Free Entry Phone

Viking Electronics' surface mounted VoIP SIP entry phone – ideal for gates, office suites, and delivery doors – now has a touch-free option. The E-20TF-IP entry phone replaces the standard push button with a motion sensor to reduce the transmission of germs, bacteria, and viruses from shared use of a physical button. When the motion sensor is activated, the built-in 5-number auto dialer calls through all programmed numbers until the call is answered or a lap counter expires. A programmable on-board relay can perform various actions, including: activating a door strike, camera, strobe light, etc.



Viking Electronics  
[www.vikingelectronics.com](http://www.vikingelectronics.com)  
Reader Service #204



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.

## 2024 School Construction NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Sustainable Schools	Efficiency/Conservation	1/10/2024	1/17/2024
February	Design/Construction	Building Equipment	2/7/2024	2/14/2024
March	eZ-Marketplace	Hot Products	3/6/2024	3/13/2024
April	Interior Design	Lighting/Furniture	4/3/2024	4/10/2024
May	Safety & Security	Security/Surveillance	5/8/2024	5/15/2024
June	eZ-Marketplace	Hot Products	6/5/2024	6/12/2024
July	Maintenance/Operations	Cleaning	7/10/2024	7/17/2024
August	Back to School	Audio/Visual	8/7/2024	8/14/2024
September	eZ-Marketplace	Hot Products	9/4/2024	9/11/2024
October	Athletics & Recreation	Surfacing	10/2/2024	10/9/2024
November	Next-Gen Learning Spaces	Digital Learning	11/6/2024	11/13/2024
December	eZ-Marketplace	Hot Products	12/4/2024	12/11/2024

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.

### Custom Design

Promote your message through your own personal custom design

### Analytics

Receive analytics on unique clicks and opens to follow important leads



## School Highlight: Oceanside Union Free School District



Oceanside Union Free School District needed a professional development room that could seat up to 40 people. They repurposed the old choir room in the middle school so this large space could be outfitted and meet their current objectives.

They knew from the start that they wanted a large range of products – soft seating, booths, high tops, adjustable height tables, varying height seating – to ensure every person could be comfortable in the room. We're so happy to see how it all came together – offering one-on-one, small group, and large group discussions and activities, all in a comfortable setting.

[See more photos](#)

### Specs:

From to name; Reply to email; and Subject line.

Email template images must be used on the email template in case Emlen needs to host them.

**Email template:** Provide HTML or if you need one built please provide 3-to-4-day advance.

Date and time of send.

### Links

Include links to bring our readers to your site or to specific product/project information

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

Page zero sponsorship



Website, email & editorial links

Add streaming videos

**Reach 20,700+ Digital Readers and Eliminate Competition  
Secure Your 2024 Online Campaign Now**

## 4-COLOR RATES

	1x	3x	5x	7x	14x
Tab pg.	\$7,272	\$7,009	\$6,752	\$6,423	\$5,857
Std. pg.	\$5,600	\$5,408	\$5,220	\$4,984	\$4,555
2/3 pg.	\$4,445	\$4,304	\$4,158	\$3,978	\$3,656
1/2 pg.	\$3,613	\$3,503	\$3,495	\$3,254	\$3,006
1/3 pg.	\$2,779	\$2,703	\$2,627	\$2,529	\$2,353
1/4 pg.	\$2,330	\$2,272	\$2,214	\$2,140	\$2,006

**Spotlight Product: \$2,000**

## 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

Rates per Insertion	1x	3x	7x
Business/Product Card	\$600	\$500	\$400
Classified/Job Posting	\$175	\$125	\$100
Add-on Per 1/4"	\$60	\$50	\$40

## MECHANICAL REQUIREMENTS

Magazine Trim Size	10-3/4" (w) X 13-3/4" (h)	
Non-Bleeds	Width	Height
Tab Spread	20-1/2"	12-3/4"
Tab Page	9-3/4"	12-3/4"
Standard Spread	15"	10"
Standard Page	7"	10"
Standard Page Horizontal	10"	7"
2/3 Page	4-1/2"	10"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-1/4"	10"
1/4 Page	3-3/8"	4-7/8"
Business Card	3-1/2"	2"

Bleeds		Width	Height
Tab Page	*bleed	11-1/4"	14-1/4"
	trim	10-3/4"	13-3/4"
Tab Spread	*bleed	22"	14-1/4"
	trim	21-1/5"	13-3/4"

## 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 JPGs 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.

## ADVERTISING MATERIALS

Preferred submissions: Electronic, see ad submission guidelines.

Screen requirements: 133 lines for 4-color, 133 lines for 2-color.

Density: 260% max. density for 4-color, 180% max. density for 2-color.

\*Bleed: See graphic view of mechanical layout. Allow 1/4" on all sides, keep live matter 1/4" from trim sides.

## 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

**Associate Publisher**  
David Schulte  
dave@emlenmedia.com

**Ad Material Submission:**  
Gaby Neal  
gaby@emlenmedia.com

**Circulation:**  
Louise Wainscott  
louise@emlenmedia.com

## Graphic View of Ad Mechanical Layouts



David Schulte  
Associate Publisher  
dave@emlenmedia.com

Zach Chouteau  
Managing Editor  
zach@emlenmedia.com

## 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

## 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

## NEWSWIRE & EZ-MARKETPLACE

### NEWSWIRE

Branded Content .....	\$2,500
Featured Product .....	\$3,000
Full Banner (468x60 pixels) .....	\$1,400
Logo Sponsorship .....	\$800

### EZ-MARKETPLACE

Featured Product .....	\$3,000
Spotlight Product .....	\$2,000
Full Banner (468x60 pixels) .....	\$1,400
Logo Sponsorship .....	\$800

## CUSTOM EMAIL BLASTS

\$2,500 (per blast)

## 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.