

SchoolConstructionNEWS
design+construction+operations

MEDIA KIT 2017

www.schoolconstructionnews.com

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A Must Read for the Industry

School Construction News is a leading print and 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 19,000 print and online subscribers.

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.

As both K-12 and higher education enrollments are expected to rise by 7 percent and 15 percent respectively through 2021, according to the National Center for Education Statistics, schools and universities are increasingly investing in new facilities and renovation and expansion projects. In fact, the AIA expects to see education construction increase 6.6 percent in 2017 alone.

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

Guarantee results and immediate sales leads in our Hot Products section!

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 and print 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 19,000+ print and online readers

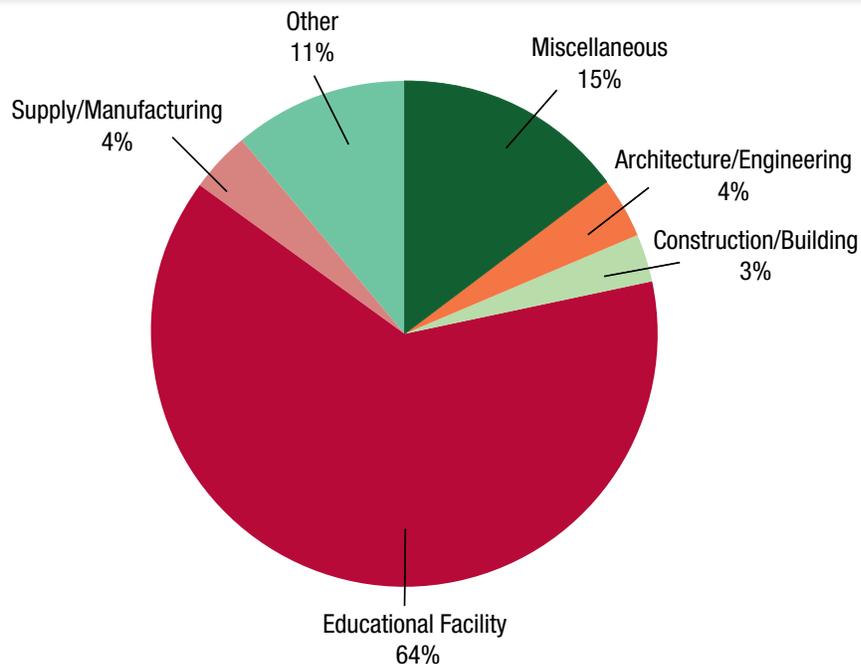
- 70 percent educational facility management
- 20 percent A/E/C firms
- 78 percent have design & construction responsibility
- 70 percent have management, maintenance & operational responsibility
- 82 percent recommend, specify & approve purchases

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

Make a Big Impact on 19,000+ Print and Online Subscribers – Your Best Customers and Prospects!

To make your marketing efforts successful, you have to get in front of as many decision makers as possible and as often as you can afford. With the highest-value database of any industry publication, *School Construction News* puts your ad message in front of more decision makers, with the reach and focus necessary to move the sales needle among this large and varied group.

Circulation “Sample” by Title

SCHOOL/COMPANY (City, State)	TITLE
BMA Architects, Inc. (Duncanville, TX)	AIA Principal
UC Irvine (Irvine, CA)	Assistant Dean
Univ. of Arkansas (Fayetteville, AR)	Assoc. VC for Facilities
Iowa State University (Ames, IA)	Associate VP
Upper Saddle River Schools (Upper Saddle River, NJ)	Asst. Super. / Board Member
Linn J6 School District (Lake Geneva, WI)	Board President
Greendale School Dist. (Greendale, WI)	Board VP
Holland TWP School District (Milford, NJ)	Chief School Admin.
Waterloo School District (Waterloo, WI)	District Administrator
Cuyahoga Community College (Cleveland, OH)	Executive Director
University of Maryland (College Park, MD)	Facilities Director CMPS
Roosevelt University (Schaumburg, IL)	Facilities Manager
Farmington R-7 School District (Farmington, IL)	Facilities Manager
Los Angeles Unified School District (Los Angeles, CA)	Facilities Project Manager
Hudson Construction LLC (Boulder, CO)	Owner
Peter Hossack Architect I (c.Mississauga, ON)	Principial
Seymour Schools (Seymour, IN)	School Board President
Chester School District (Chester, NJ)	School Admin. Board Secretary
BPLW ASCG (Mesa, AZ)	Senior Architect
Trenton Public School District (Trenton, NJ)	Superintendent
University System Of Georgia (Atlanta, GA)	VP Facilities
Wisconsin Lutheran College (Milwaukee, WI)	VP Finance

Contact Torrey Sims, Managing Editor, torrey@emlenmedia.com

ISSUE & FOCUS	FEATURE	PRODUCT FOCUS	INDUSTRY EVENTS
<p>January/February Focus: Green Schools Editorial Materials Due: 12/22/16 Ad Close: 12/30/16 Materials Due: 1/6/17</p>	<ul style="list-style-type: none"> • LEED-Certified Schools • Trends in Green Design • Green Technologies • Board Member Update 	<ul style="list-style-type: none"> • Roofing • Flooring • HVAC • Lighting • Architecture/Engineering Services 	<ul style="list-style-type: none"> • FETC <i>Jan. 24-27, 2017, Orlando, Fla.</i> • EDexpo 2017 <i>March 15-17, 2017, Las Vegas</i> • 2017 World of Modular Convention <i>March 17-20, 2017, Tucson, Ariz.</i>
<p>March/April Focus: Design/Construction Editorial Materials Due: 2/16/17 Ad Close: 2/24/17 Materials Due: 3/3/17</p>	<ul style="list-style-type: none"> • Campus Design • Spotlight on Higher Education Design • Architect Roundtable 	<ul style="list-style-type: none"> • Modular Buildings/Portable Classrooms • Walls/Ceilings/Windows/Skylights • Parking Control 	<ul style="list-style-type: none"> • National School Board Association Conference <i>March 25-27, 2017, Denver</i> • American Association of Community Colleges Annual Convention <i>April 22-25, 2017, New Orleans</i> • AIA 2017 Convention <i>April 27-29, 2017, Orlando, Fla.</i>
<p>May Focus: Interior Design Editorial Materials Due: 4/20/17 Ad Close: 4/28/17 Materials Due: 5/5/17</p>	<ul style="list-style-type: none"> • Informal Learning Spaces • Dining Hall Design • Trends in Furnishings • High-Tech Classrooms 	<ul style="list-style-type: none"> • Landscaping • Lockers • Fire Protection • Pest Control 	<ul style="list-style-type: none"> • International Association of Campus Law Enforcement Administrators 2017 Annual Conference <i>June 23-27, 2017, Milwaukee</i> • ASHRAE Annual Conference <i>June 24-28, 2017, Long Beach, Calif.</i>
<p>June Focus: Safety & Security Editorial Materials Due: 5/25/17 Ad Close: 6/2/17 Materials Due: 6/9/17</p>	<ul style="list-style-type: none"> • Safety Trends • Secure Designs • Security Technology 	<ul style="list-style-type: none"> • Video Surveillance • Fencing • Alert Systems • Security Doors 	<ul style="list-style-type: none"> • ACUHO - Association of College and University Housing Conference <i>Providence, R.I., Date TBD</i> • Society for College and University Planning Annual Conference <i>July 8-12, 2017, Washington, DC</i>
<p>July/August Focus: Maintenance/Operations Editorial Materials Due: 7/20/17 Ad Close: 7/28/17 Materials Due: 8/4/17</p>	<ul style="list-style-type: none"> • Facility Services • Energy-Efficient Operations • Renovations/Expansions • School Maintenance 	<ul style="list-style-type: none"> • Furniture • Drinking Fountains • Locks/Hardware 	<ul style="list-style-type: none"> • 2017 Campus Technology Summit <i>Date and Location TBD</i>
<p>September/October Focus: Athletics, Recreation & the Arts Editorial Materials Due: 9/21/17 Ad Close: 9/29/17 Materials Due: 10/6/17</p>	<ul style="list-style-type: none"> • Sports Facility Focus • Standout Performing Art Spaces • Recreational Design 	<ul style="list-style-type: none"> • Scoreboards • Bleachers • Turf/Surfacing • Acoustics 	<ul style="list-style-type: none"> • Association of School Business Officials International <i>September 22-25, 2017, Denver</i> • Association for Learning Environments Annual Conference <i>Date and Location TBD</i>
<p>November/December Focus: High-Tech Learning Spaces Editorial Materials Due: 11/9/17 Ad Close: 11/15/17 Materials Due: 11/22/17</p>	<ul style="list-style-type: none"> • 21st Century Learning • Digital Learning • Technology-Based Classrooms 	<ul style="list-style-type: none"> • New Technologies • Smartboards/Whiteboards • Digital Learning 	<ul style="list-style-type: none"> • Greenbuild Annual Conference & Expo <i>Date and Location TBD</i>

The screenshot shows the SchoolConstructionNEWS website homepage. At the top, there is a navigation bar with links for Home, Subscribe, About, and Submit Content, along with a search bar. Below this is a secondary navigation bar with categories: Reprints, Twitter Feed, Featured Articles, Current News, Product Focus, Records Archives, People Places, and Upcoming Events.

The main content area is divided into several sections:

- Featured Articles:** Contains three articles with images and text. One article is titled "Science on Display" and another "2016 Project to Wilson Update".
- Current News:** Lists recent news items such as "Husson University Uses Technology to Prevent Assault" and "COTE Awards Celebrates 3 Educational Facilities".
- Featured Products:** Promotes products like "Variable Acoustic Solutions" and "Insulated Roof Curbs".
- Subscribe:** Includes social media links for Twitter, Facebook, and LinkedIn, and a digital edition subscription button.
- Product Focus:** Features detailed product descriptions with images, such as "Parking Garage Luminaires" and "Outdoor Luminaire".
- People and Places:** Profiles industry professionals like Gary Oliver, Lou Switzer, and Duncan Griffin.
- Twitter Food:** Displays tweets related to school construction.
- Popular Today Latest Most Popular:** Lists trending articles.
- Streaming Video:** A video player showing a product showcase.
- Our Markets:** A table listing market performance for various sectors.

At the bottom, there are logos for SchoolConstructionNEWS, HC+O NEWS, GreenBuildingNEWS, and CorrectionalNEWS.

Logo Sponsorship
Your latest project, case study, product information or feature article relating to a specific facility

Banner Ad (300x250)
Top fold premium position, flash and video accepted

Featured Product (250x250) and product focus (125x125),
product description with image

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

Banner Ad (250x250)
Bottom fold, standard ad specs

School Construction News offers a monthly opt-in NewsWire that reaches more than 19,000 design, construction, facility and operations market leaders in the educational facility market.

SCHOOL CONSTRUCTION NEWSWIRE
The e-mail newsletter dedicated to school facility construction, maintenance & operations

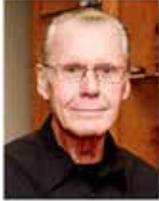
To renew/update your subscription, click here!

Email Sponsor
Showcase your logo for 19,000+ email recipients in their email preview pane.

VANIR

PEOPLE IN THE NEWS


Duncan Griffin
Duncan Griffin, AIA, LEED AP BD+C, has joined Seattle-based HDR as sustainable principal, dedicated to helping clients create sustainable solutions aligned with their enterprise goals.


John Whaling
Protectowire FireSystems, a pioneer in the fire protection industry, has promoted long-time team member John Whaling to the position of president.

MORE PEOPLE

PRODUCTS


Outdoor Luminaire
Power-management company Eaton announced the launch of its award-winning Invue Arbor family of LED luminaires that feature the company's

FEATURES


Window Film: A Necessary Safety Measure for Schools
A school is meant to be a safe place for students to learn. In light of recent tragic events in our nation's schools, school leaders and construction managers are now forced to consider a wide range of solutions to improve the safety of their facilities.


Q&A: Franklin High Delivers More Student-Centered Spaces
FRANKLIN, Wis. — Franklin High School debuted a new Performing Arts Center in March 2015.

MORE FEATURED ARTICLES

STORAGE SOLUTIONS THAT MAKE THE GRADE
LEARN MORE 

NEWS

Silicon Valley School Integrates Sustainable Modular Classrooms
SAN MARTIN, Calif. — San Martin/Gwinn Elementary School in San Martin, located in California's Silicon Valley and part of the Morgan Hill Unified School District, recently installed the nation's first and only prefabricated classroom to be pre-verified by the Collaborative for High Performance Schools (CHPS).

Boise State Boosts Campus Security with Safety App
BOISE, Idaho — In an effort to increase campus security, Boise State University has adopted a new safety app.

Douglas County Arms Security Officers with Semi-Automatic Rifles

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

Full Banner
Top view (468x60)

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

SchoolConstructionNEWS
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HOT PRODUCTS

Featured Product Information from *School Construction News*

As a valued subscriber to *School Construction News*, we are pleased to send you this edition of the *School Construction News eZ-Marketplace*, a buyer's guide information service. Simply select the product picture, name or company name to visit the product website and gather more information on these exciting new school design/construction related products.

Subscribe/Renew **CLICK HERE!**

<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Storage System</p> <p style="font-size: 0.7em;">Imagine a classroom where four or five groups of six students are working on projects.</p> <p style="font-size: 0.7em; text-align: center;">Smith System</p>	<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Programmable Utility Controller</p> <p style="font-size: 0.7em;">The ISIMET programmable utility controller gives teachers and administrators complete, instant control over incoming utilities in school science labs and wood shops —including gas, electricity and water.</p> <p style="font-size: 0.7em; text-align: center;">ISIMET</p>	<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Ultra HD Camera</p> <p style="font-size: 0.7em;">LILIN North America, the U.S. entry of IP video provider Merit LILIN, has introduced its first 4K Ultra HD camera, the model UHG1182.</p> <p style="font-size: 0.7em; text-align: center;">LILIN</p>
<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Mounted Projector</p> <p style="font-size: 0.7em;">Hitachi America Ltd., Digital Media Division, introduced the new 8000+ Series 3LD projectors to their high-end projector line up: CP-X8800, CP-WX8650, CP-WX8750, CP-WU8600 and CP-WU8700.</p> <p style="font-size: 0.7em; text-align: center;">Hitachi America Ltd.</p>	<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Architectural Glass</p> <p style="font-size: 0.7em;">Guardian Glass North America now offers Guardian CrystalBlue glass, a light blue glass that gives architects multiple options in achieving performance and aesthetic requirements.</p> <p style="font-size: 0.7em; text-align: center;">Guardian G</p>	<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Lounge Chair</p> <p style="font-size: 0.7em;">The Wink lounge chair by Norix features a sturdy, one-piece, rotationally molded polyethylene frame with a lightly textured surface that allows for easy cleaning.</p>
<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">LED Lighting</p> <p style="font-size: 0.7em;">Acuity Brands Inc. recently introduced a breakthrough LED lighting innovation that aims to empower schools to use classroom lighting to improve student learning and attention.</p>	<p style="font-weight: bold; font-size: 0.8em; color: #0070c0;">Cellular</p> <p style="font-size: 0.7em;">The ROCK... Optimized approach to m... absorption a...</p>	

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

2017 SCHEDULE

ISSUE	MATERIALS DUE
March	3/15/17
June	6/14/17
September	9/13/17
December	12/13/17

☐ Header sponsorship includes your logo on all pages

☐ Add streaming video



☐ Page zero sponsorship

☐ Website, email & editorial links

***Reach 19,000+ Digital Readers and Eliminate Competition
Secure Your 2017 Online Campaign Now***

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.

2017 School Construction NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Green Schools	Efficiency/Conservation	1/18/17	1/25/17
February	Design/Construction	Building Equipment	2/8/17	2/15/17
March	eZ-Marketplace	Hot Products	3/15/17	3/22/17
April	Interior Design	Lighting/Furniture	4/5/17	4/12/17
May	Safety & Security	Security/Surveillance	5/10/17	5/17/17
June	eZ-Marketplace	Hot Products	6/14/17	6/21/17
July	Maintenance/Operations	Cleaning	7/12/17	7/19/17
August	Back to School	Audio/Visual	8/9/17	8/16/17
September	eZ-Marketplace	Hot Products	9/13/17	9/20/17
October	Athletics & Recreation	Surfacing	10/11/17	10/18/17
November	High-Tech Learning Spaces	Digital Learning	11/1/17	11/8/17
December	eZ-Marketplace	Hot Products	12/13/17	12/20/17

4-COLOR PRINT 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

AD COLOR OPTIONS

5-Color process add: \$500 per insertion
Black & white: subtract \$500 per insertion

PRINT EDITORIAL OPTIONS

Advertorial: \$2,000 (and up)

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 Per Column Inch	\$175	\$125	\$100
Add-on Per 1/4"	\$50	\$50	\$40

NewsWire

Rates per Insertion

Hot Product	\$2,500
Full Banner (468x60)	\$1,155
Logo Sponsorship	\$800

eZ-MARKETPLACE

Rates per Insertion

Featured Product	\$3,255
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WEBSITES

3 month contract	Total cost
Box Banner (300x250)	\$2,800
Leaderboard (728x90)	\$2,900
Video & Podcast (300x250)	\$3,100
Featured Product	\$2,500/month

DIGITAL EDITION AD RATES

3 month contract	Total cost
Page Zero Sponsorship	\$2,200
Header Sponsorship	\$1,200
Website, Email & Editorial Links	\$500

CUSTOM EMAIL BLASTS \$2,800

LIST RENTALS

List Rental Rate: \$150/m

Featured Product: \$2,800

List Rental Policy: List rental of subscriber mailing addresses is a one-time use only.

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.

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"

ELECTRONIC 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)
- We accept CDs and, unless otherwise specified, disks will not be sent back.
- 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.

SHIPPING INFORMATION

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gaby@emlenmedia.com
ftp site: ftp.sonic.net/pub/users/egage and place in file called "uploads"

Graphic View of Ad Mechanical Layouts

