

SchoolConstructionNEWS
design+construction+operations

MEDIA KIT 2018

www.schoolconstructionnews.com

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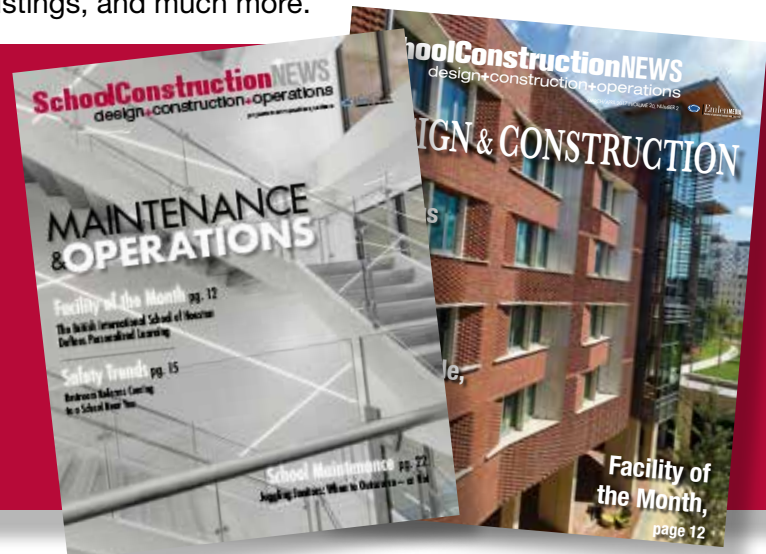
A Must Read for the Industry

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 20,000 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.

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, and schools and universities are increasingly investing in new facilities and renovation and expansion projects. In fact, the AIA expects to see education construction increase 4.8 percent in 2018.

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 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 20,000+ print and online readers

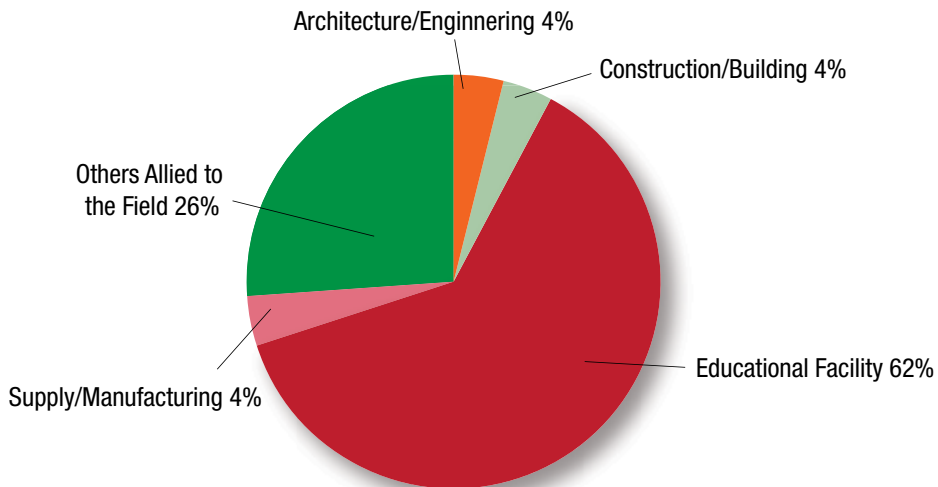
- 70 percent educational facility management
- 20 percent A/E/C firms
- 78 percent have design & construction responsibility
- 70 percent have management, maintenance & operational responsibility
- 82 percent recommend, specify & approve purchases

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

Contact Jessie Fetterling, Managing Editor, jessie@emlenmedia.com

ISSUE & FOCUS	FEATURE	PRODUCT FOCUS	INDUSTRY EVENTS
January/February Focus: Sustainable Schools Editorial Materials Due: 12/20/17 Ad Close: 12/29/17 Materials Due: 1/5/18	<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. 23-26, 2018; Orlando, Fla.</i>
March/April Focus: Design/Construction Editorial Materials Due: 1/26/18 Ad Close: 2/2/18 Materials Due: 2/9/18	<ul style="list-style-type: none"> • Interior 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>April 7-9, 2018; San Antonio</i> • Green California Summit <i>April 10-11, 2018; Sacramento, Calif.</i>
May/June Focus: Safety & Security Editorial Materials Due: 3/23/18 Ad Close: 3/30/18 Materials Due: 4/6/18	<ul style="list-style-type: none"> • Safety Trends • Designing for Security • Security Technology 	<ul style="list-style-type: none"> • Landscaping • Lockers • Fire Protection • Pest Control 	<ul style="list-style-type: none"> • AIA Conference on Architecture <i>June 21-23, 2018; New York</i> • ASHRAE Annual Conference <i>June 23-27, 2018; Houston</i>
Focus: Readers' Choice Editorial Materials Due: 6/1/18 Ad Close: 6/8/18 Materials Due: 6/15/18	<ul style="list-style-type: none"> • Top Higher Ed Housing Design • Top K-12 High-Tech Design • Top Sustainable Space • Top Furnishings 	<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>July 7-10, 2018; Denver</i> • Society for College and University Planning Annual Conference <i>July 14-17, 2018; Nashville, Tenn.</i> • 2018 Campus Technology Summit <i>July 23-26, 2018; Philadelphia</i>
July/August Focus: Maintenance/Operations Editorial Materials Due: 7/19/18 Ad Close: 7/27/18 Materials Due: 8/3/18	<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"> • Association of School Business Officials International Annual Meeting & Expo <i>Sept. 21-24, 2018; Kissimmee, Fla.</i>
September/October Focus: Athletics, Recreation & the Arts Editorial Materials Due: 9/13/18 Ad Close: 9/21/18 Materials Due: 9/28/18	<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 for Learning Environments Annual Conference — TBA • Greenbuild <i>Nov. 14-16, 2018; Chicago</i> • EDSpaces <i>Tampa, Fla. — TBA</i>
November/December Focus: Next-Gen Learning Spaces Editorial Materials Due: 11/9/18 Ad Close: 11/16/18 Materials Due: 11/23/18	<ul style="list-style-type: none"> • High-Tech Library Design • Digital Learning • Technology-Based Classrooms 	<ul style="list-style-type: none"> • New Technologies • Smartboards/Whiteboards • Digital Learning 	<ul style="list-style-type: none"> • International Security Conference East <i>New York — TBA</i>

School Construction News offers a website platform. 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.

Content Submission
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

The screenshot shows the SchoolConstructionNews website layout. At the top is a navigation bar with links for FEATURES, ARTICLES, PRODUCTS, PEOPLE, ADVERTISING, EVENTS, and SUBSCRIBE. Below the navigation is a featured article titled 'Facility of the Month: Defining Personalized Learning' with a date of September 21, 2017. To the right of the featured article is a 'Videos/Podcasts' section with a play button icon. Below the featured article is an 'Articles' section with two article entries: 'Tuscaloosa Middle School is On Time & Under Budget' and 'MSU's New Pavilion Creates "New Front Door" for Broad College'. To the right of the articles is a 'Digital Edition/NewsWire' section with a play button icon and links for 'Digital Edition of the month', 'NewsWire of the month', 'Subscribe', and 'Archives'. Below the articles is a 'Featured Products' section with three product entries: 'New Cascade Two-Sided Whiteboard Unit', 'HVAC System', and 'Festool Sander Models'. To the right of the featured products is a 'People in the News' section with three entries: 'Rachel Bartelsmeyer', 'Erin Metelka', and 'Ranabir Sengupta'. At the bottom of the page is a banner for 'LearningSCAPES 2017'.

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

Leaderboard
(728x90 pixels) Bottom fold premium position, flash and video accepted

School Construction News offers a monthly opt-in NewsWire that reaches 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!](#)



PEOPLE IN THE NEWS



Melissa Shivers

The University of Iowa has named Melissa Shivers the next vice president for student life. Shivers has 20 years of experience serving students and is currently associate vice chancellor for student life and dean of students at the University of Tennessee, Knoxville.



Lynn M. Morton

Lynn M. Morton, Ph.D., was recently named the eighth president of Warren Wilson College in Asheville, N.C. Morton is the first woman to hold the post and spent more than 25 years at Queens University of Charlotte before accepting her new position.

MORE PEOPLE

PRODUCTS



Commercial Furniture Line

Integra Inc., a leading designer and manufacturer of high-quality seating and tables for commercial



FEATURES



Exploris School to Be Nation's First Energy-Positive High-Rise

RALEIGH, N.C. — Although school started Aug. 14 at Exploris School — a Raleigh-based elementary and middle school spread over two campuses — the real excitement won't begin until this time next year.



Career & Technical Education Pushes New Construction Trend

BELLE FOURCHE, S.D. — Earlier this month, the local school district of Belle Fourche convened a meeting to move forward on awarding a nearly \$3 million bid for the construction of a proposed Career and Technical Education (CTE) building.



MORE FEATURED ARTICLES

NEWS

STEM-Centric Design Blooms in Minnesota Middle School Redesign

JORDAN, Minn. — More than students are going back to school at a Minnesota middle school, thanks to its recently implemented design innovations.

Louisiana State Welcomes Students Back with Lazy River

BATON ROUGE, La. — Universities across the country continue to compete to have the latest and greatest amenities in hopes of attracting potential students.

Silicon Valley Moves Toward Inclusive School Playground Design

PALO ALTO, Calif. — Last June, the Board of Education in Palo Alto, expressed

Logo Sponsorship
Showcase your logo for email recipients in their email preview pane

Featured Article/Branded Content
Submit your case study or tailor an article to promote your company, product or project

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.

 **Emlen MEDIA**
Publisher of specialized business news | Since 1994

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

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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="text-align: center;">HVAC System</p> <p>Bard Classroom Preferred HVAC system scores an A+ in performance, giving you an affordable solution, with easy installation, low operating costs and individual classroom control.</p> <p style="text-align: center;">Bard</p>	<p style="text-align: center;">New Cascade Two-Sided Whiteboard Unit</p> <p>Smith System is helping educators maximize their shrinking learning environments by introducing the new Cascade Two-Sided Whiteboard Unit.</p> <p style="text-align: center;">Smith System</p>	<p style="text-align: center;">Classroom Microphone</p> <p>Extron Electronics is pleased to announce the immediate availability of the new VoiceLift Pro Microphone, an update to the company's classroom sound field solutions that employs state-of-the-art RF wireless technology.</p> <p style="text-align: center;">Extron Electronics</p>
<p style="text-align: center;">Building Automation System</p> <p>The new Metasys 9.0 building automation system from Johnson Controls offers substantial enhancements to the Metasys product line, including two new IP/Ethernet-based controllers and user interface features that make finding critical information and resolving issues easier than ever.</p> <p style="text-align: center;">Johnson Controls</p>	<p style="text-align: center;">Curtain Wall</p> <p>The RAICO one of Europe's leading curtain wall manufacturers has introduced its THERM+ curtain wall system to Kalwall technology.</p> <p style="text-align: center;">RAICO Building Systems</p>	<p style="text-align: center;">Lighting Fixture</p>

Full Banner
Top view (468x60 pixels)

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

2018 SCHEDULE	
ISSUE	MATERIALS DUE
March	3/14/18
June	6/13/18
September	9/12/18
December	12/12/18

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.

2018 School Construction NewsWire Schedule

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

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.

School Construction News Invites You to EDspaces 2016 Register for EDspaces by October 21 and Save Up to \$100!

The Future of Educational Facilities Starts Here

Learn from experts, solutions providers, and each other to transform education through environment.

Register Here

EDspaces
Cincinnati, OH | November 2-4, 2016

At SCN, we follow the news, and that is leading us to the [EDspaces 2016 Conference & Expo](#), the very best place for evaluating and purchasing products and services to operate educational facilities at peak performance.

Taking place November 2-4 in Cincinnati, Ohio, EDspaces brings together the professionals who design, equip and manage innovative learning environments and the distributors and manufacturers who offer the essential solutions from Pre-K to Higher Ed.

- Earn LUs at 32 [education sessions](#)
- Take part in the AIA-CAE Fall Conference, held in conjunction with EDspaces.
- See the [best new products](#) first
- [Tour](#) 5 exemplary educational facilities
- View the winners of the [EDspaces Innovation Awards](#), sponsored by IIDA
- Experience *Envisioning the Future of School Food* during lunch in the hall
- Network with thought leaders in the educational facilities space

Register at www.ed-spaces.com

Please use Registration Code: SCNE3

click here to [unsubscribe](#)

Custom Design

Promote your message through your own personal custom design

Delivery

Choose if you want to send to our entire email list or narrow it down by job function, region or other popular categories

Links

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

Analytics

Receive analytics on unique clicks and opens to follow important leads

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

Header sponsorship includes your logo on all pages

Page zero sponsorship



Website, email & editorial links



Add streaming videos

**Reach 20,000+ Digital Readers and Eliminate Competition
Secure Your 2018 Online Campaign Now**

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

Featured Product: \$3,000

Branded Content: \$2,000 and up

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.

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.

SHIPPING INFORMATION

School Construction News
1241 Andersen Drive, Suite N
San Rafael, CA 94901

(800) 965-8876, (415) 460-6185, Fax (415) 460-6288
Attn: gaby@emlenmedia.com

Graphic View of Ad Mechanical Layouts



DIGITAL EDITION

Per Issue Contract

Page Zero Sponsorship	\$2,500
Header Sponsorship	\$1,500
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)	\$3,800
Leaderboard (728x90 pixels)	\$3,900
Video (submit via YouTube link)	\$4,100
Featured Product	\$3,000
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)	\$3,300
Leaderboard (728x90 pixels)	\$3,400
Video (submit via YouTube link)	\$3,600
Featured Product	\$2,500

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	\$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

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.**