

# 2021 MEDIA KIT



## 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

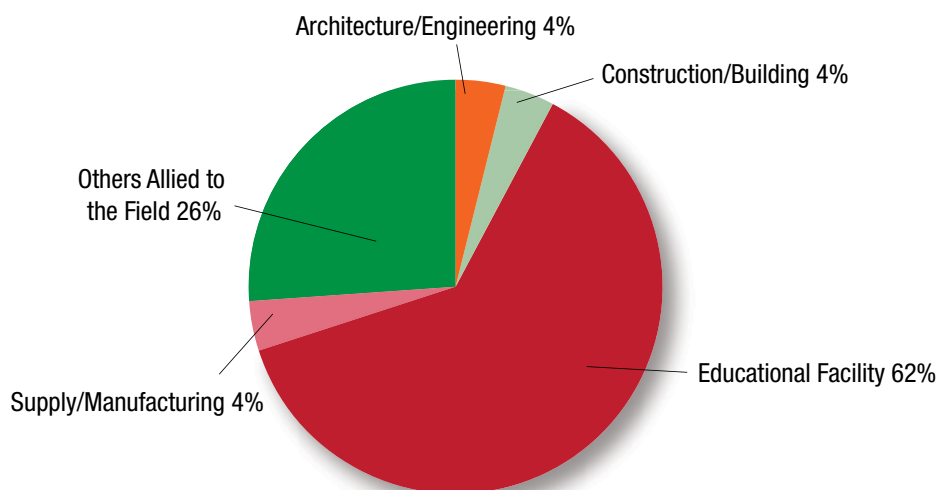
- 70 percent educational facility management
- 20 percent A/E/C firms
- 78 percent have design & construction responsibility
- 70 percent have management, maintenance & operational responsibility
- 82 percent recommend, specify & approve purchases

### 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

## 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> 1/29/21 <b>Ad Close:</b> 2/5/21 <b>Ad Materials Due:</b> 2/12/21	<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> 3/12/21 <b>Ad Close:</b> 3/19/21 <b>Ad Materials Due:</b> 3/26/21	<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>	<ul style="list-style-type: none"> <li>• <b>ASHRAE Winter Conference</b> — March 15-17, Chicago, IL</li> <li>• <b>National School Board Association Conference</b> — April 10-12, New Orleans, LA</li> </ul>
<b>Special Issue</b> <b>Editorial Materials Due:</b> 4/16/21 <b>Ad Close:</b> 4/23/21 <b>Ad Materials Due:</b> 4/30/21	<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>May/June</b> <b>Focus:</b> Safety & Security <b>Editorial Materials Due:</b> 5/28/21 <b>Ad Close:</b> 6/4/21 <b>Ad Materials Due:</b> 6/11/21	<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>ASHRAE Annual Conference</b> June 26-30, 2021, Phoenix, AZ</li> </ul>
<b>July/August</b> <b>Focus:</b> Maintenance/Operations <b>Editorial Materials Due:</b> 7/30/21 <b>Ad Close:</b> 8/6/21 <b>Ad Materials Due:</b> 8/13/21	<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> 9/24/21 <b>Ad Close:</b> 10/1/21 <b>Ad Materials Due:</b> 10/15/21	<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>LearningSCAPES 2021</b> — October 13-17, Denver, CO</li> </ul>
<b>November/December</b> <b>Focus:</b> Next-Gen Learning Spaces <b>Editorial Materials Due:</b> 11/19/21 <b>Ad Close:</b> 11/26/21 <b>Ad Materials Due:</b> 12/3/21	<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>	<ul style="list-style-type: none"> <li>• <b>EDspaces 2021</b> — November 3-5, Pittsburgh, PA</li> </ul>

\* Industry event dates are subject to change

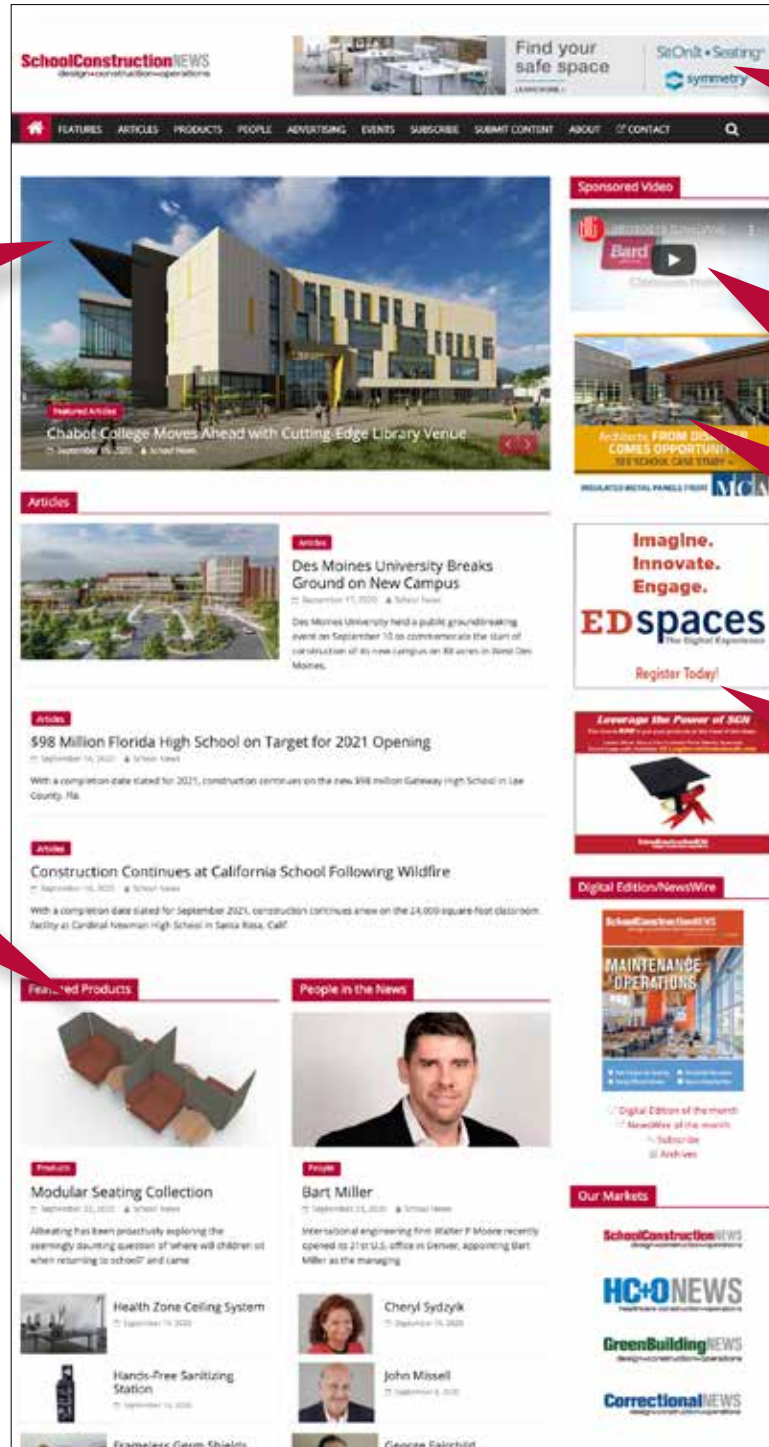
School Construction News offers a website platform that is recognized as one of the best in the industry. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers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

## 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.



**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.

## Innovative Engineering Building Wrapped at SUNY New Paltz

NEW PALTZ, N.Y. — The new Engineering Innovation Hub (EIH) building at the State University of New York (SUNY) at New Paltz has been completed.



**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.



### **Easy-Installation Panels**

Lyra® PB Direct-ApPLY and InvisAcoustics™ ceiling and wall panels from Armstrong Ceiling & Wall Solutions can now be installed directly to deck and wall surfaces with recommended ceiling adhesive.

**Armstrong World Industries**




### **IP Cameras**

Pelco, Inc., a global leader in intelligent video surveillance solutions, has released the Sarix Professional (Pro) Series 3 Fixed IP cameras.

**Pelco Inc.**

**More Products**


- 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**  
**eZ-Marketplace: HOT PRODUCTS**

**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).




**TELL YOUR STORY TO ALL THE RIGHT PEOPLE**  
*Turn these challenging times into an opportunity*  
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

**TOP PRODUCTS**




**Frameless Germ Shields**

In response to the reopening of schools and businesses, Rockford Systems has expanded its line of GermBlock framed Cough and Sneeze Shields with the addition of frameless models available in desktop, tabletop with pass through, and tabletop with crisscross divider designs.



**Mobile Sanitization Solution**

Birko's Mobile Mister was developed to help facilities overcome the challenges of more frequent sanitation during and following the COVID-19 pandemic.



**Module Lighting Control**

Lutron Electronics recently announced the addition of the Twist-Lock Radio Daylight Module to its Limelight product family.

**Lutron Electronics**

**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

ISSUE	MATERIALS DUE
March .....	3/3/2021
June .....	6/2/2021
September .....	9/8/2021
December .....	12/8/2021





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

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



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

## 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 20,000+ Digital Readers and Eliminate Competition  
Secure Your 2021 Online Campaign Now***



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

## 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

**Featured Product:** \$3,000

**Branded Content:** \$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

Circulation:

Louise Wainscott

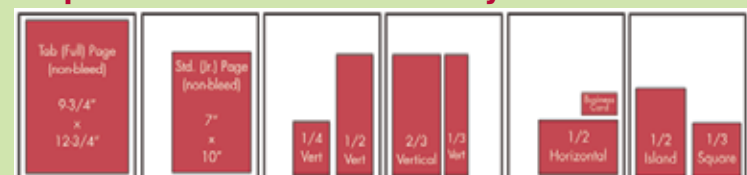
[louise@emlenmedia.com](mailto:louise@emlenmedia.com)

Ad Material Submission:

Gaby Neal

[gaby@emlenmedia.com](mailto:gaby@emlenmedia.com)

## Graphic View of Ad Mechanical Layouts



## 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 .....	\$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.**