

SPECIAL TRADE SHOW BONUS DISTRIBUTION PACKAGE

Gain Added Exposure.

Exhibiting at one of these shows? Make the most of your sales efforts and time on the trade show floor by participating in a *SP&M* and *CP&M* special trade show bonus package. In addition to your advertisement being seen by our 78,000+ readers (48,000+ *SP&M* and/or 30,000+ *CP&M*), you will receive the following added exposure...

Here's How it Works: Advertise in the Bonus Distribution Issue and/or the Conference Wrap-up Issue and receive additional exposure — PRE-, DURING and POST-SHOW. The sooner you advertise the MORE exposure you will receive.

- **PRE-SHOW** — Includes an invitation in the magazine to our readers, informing them about the upcoming show and inviting them to stop by and visit your booth.
- **DURING** — Bonus distribution to show attendees of the *SP&M/CP&M* show magazine that includes your advertisement and company information.
- **POST-SHOW** — A Conference Wrap-up E-Blast AND Conference Wrap-up Issue, highlighting the event and the products that were exhibited.

A Deal You Can't Pass Up!

- Exposure to our 78,000+ loyal readers.
- Bonus distribution to trade shows attendees.
- Added exposure both pre- and post-show.

The special trade show bonus distribution package is available for the following shows:

| SHOW | Show Dates | Bonus Distribution Issue | Conference Wrap-up E-Mail Blast | Conference Wrap-up Issue |
|------------|-------------|--------------------------|---------------------------------|--------------------------|
| NFM&T | March 15-17 | February | April | May |
| NeoCon | June 13-15 | May | July | August |
| InfoComm | June 15-17 | May | July | August |
| ASIS | Sept. 19-22 | July | October | November |
| Greenbuild | Oct. 4-7 | August | October | November |

2011 MARKETING SUPPORT

GET MORE OUT OF YOUR ADVERTISING DOLLAR.

A marketing and media investment with *School Planning & Management* and *College Planning & Management* goes well beyond display advertising — it provides an integrated marketing action program using a variety of marketing channels strategically scheduled throughout the year.



Value-Added Bonuses for Frequency Advertisers All Year Long

Here are three frequency packages designed to maximize the effectiveness of your advertising campaign and save you money. *School Planning & Management's* and *College Planning & Management's* Business Builder programs add **FREE** merchandising bonuses to your marketing and media mix along with discounted rates.

Sign up for the program today!

Info Mart Ad Lits

Generate leads and build sales with *SP&M's* and/or *CP&M's* Info Mart section — high response 1/8 page four-color ad lits.

Banner Ad

Generate brand awareness, increase traffic to your Website or increase sales with a banner ad on www.webSPM.com and/or www.webCPM.com.

Direct Mail Lists

Additional names, specified by you, from our high-response education mailing lists and databases.

Custom Target Mailer

We'll send a personalized letter from the publisher along with your company's brochure to your top customers and/or prospects or segments of our circulation file.

Online Case History

Feature a real customer talking about how your product or service solved a problem at his or her institution. Your online case histories will be available on the *SP&M* and *CP&M* Websites and will be promoted in our e-newsletters.

Extra Copies

Keep your staff informed about the education market and focused on the sales opportunities available by sending them the issues of *SP&M* and/or *CP&M* magazine that include your advertisement.

Custom E-mail Blast

We'll send your personalized e-mail message to our high-response circulation list. Use this custom e-mail message to launch a new product, conduct a survey or simply keep your name in front of our readers.

Focus Groups, Guest and Consultative Speaking Engagements

Discover the attitudes, perceptions, vocabulary and thinking patterns of your customers through focus groups, or educate your own sales and marketing staff about the education marketplace. Available to full-page advertisers only.

Special Placement

A well-thought-out, consistent position for your ad allows you to DOMINATE in this market... every time your audience opens the magazine. Locations adjacent to pertinent editorial can assist in building awareness and generating response. 12x frequency is the key to special placement. Available to full-page advertisers only.

| BRONZE CIRCLE | SILVER CIRCLE | GOLD CIRCLE |
|--|---|---|
| Advertise three times with a 1/2 page or larger* | Advertise six times with a 1/2 page or larger* | Advertise 12 times with a 1/2 page or larger* |
| • Two Info Mart Ad Lits | • Three Info Mart Ad Lits | • Six Info Mart Ad Lits |
| • 1 Online Case History | • 2 Online Case Histories | • 3 Online Case Histories |
| • 2,500 direct mail names | • 5,000 direct mail names | • 10,000 direct mail names |
| • 3-month banner ad | • Custom Target Mailer to 250 prospects | • Custom Target Mailer to 500 prospects |
| | • 25 copies of <i>SP&M</i> and/or <i>CP&M</i> | • 50 copies of <i>SP&M</i> and/or <i>CP&M</i> |
| | • 6-month banner ad | • 12-month banner ad |
| | • Custom e-mail blast to 1,000 prospects | • Custom e-mail blast to 2,000 prospects |

*Bonuses and frequency totals are per magazine

PLUS, for full-page advertisers

- FREE Focus Group
- Guaranteed Special Placement







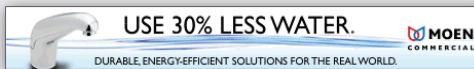


See Rate Card for SPECIAL Business Builder Rates!

VALUE-ADDED BONUSES FOR ALL ADVERTISERS IN EVERY ISSUE!

ADD EXPOSURE AND INCREASE SALES.

Here are special monthly bonuses offered in each issue of *School Planning & Management* and *College Planning & Management* to help maximize the effectiveness of your advertising. Taking advantage of these benefits will add exposure and increase sales.

Value-Added Bonuses Include:

| | | | | | |
|--|--|---|--|--|--|
| <h3>PRODUCTS THAT WORK</h3> | <h3>ANNUAL CONSTRUCTION REPORT E-PRINTS</h3> | <h3>DIRECT MAIL LISTS</h3> | <h3>PRODUCT RELEASE</h3> | <h3>SPECIAL SECTION BONUSES</h3> | <h3>CASE HISTORY</h3> |
|  <p>A special advertising/advertorial opportunity. Run an ad in the January issue of <i>School Planning & Management</i> and/or <i>College Planning & Management</i> and get equal, adjacent advertorial space at no extra cost. Your ad plus a hard-hitting, informative advertorial — a combination that is sure to attract interest, promote readership of your ad and generate sales leads (see Ad/Advertorial brochure for more details).</p> |  <p>SP&M and CP&M will provide advertisers with an electronic copy of our exclusive Annual School or College Construction Report. Stay on top of the latest developments, and keep your sales force focused on the tremendous sales opportunities that you (and they) have in the growing Facilities - Security - Technology - Business market.</p> |  <p>Build one-to-one relationships with key buyers in public school districts or colleges and universities across the country by using SP&M's and/or CP&M's BPA-audited circulation lists. Advertisers can earn the use of up to 1,000 names from any one title group in our high-response education mailing lists and databases — the people who want to learn more about your products and services.</p> |  <p>Advertise in selected issues and receive follow-up publicity in a future issue of SP&M and/or CP&M. Increase your leads by increasing the frequency of your message. A spot in the Product Showcase will keep your name in front of your customers' and prospects' eyes and at the top of their lists. Publicity includes a four-color photo, 40-word product description, and a Free Information number. Space will be scheduled upon receipt of materials.</p> |  <p>Target your market by advertising in our special topic sections. Marketing bonuses include a 40-word product release with photo in the Supplier Spotlight pages of the section, a special product e-mail blast to key decision-makers from the SP&M and/or CP&M circulation file, plus an electronic reprint of the special topic section.</p> <p>Ad Requirements: All advertisers Issue Availability: Green Schools/Campus (April); Education Interiors (May); Safety & Security (July); Maintenance (August); Furniture & Equipment (October); Technology (December)</p> |  <p>Case Histories give you the chance to feature real customers talking about how your product or service solved a real problem. In addition to the considerable interest generated when the article first appears, you can obtain reprints of your case histories to pass along to your dealers and customers. Each case history includes a 300-word product story with color photo. Print histories also include a Free Information number. Online case histories will be available on the SP&M and CP&M Websites, will be promoted in our e-newsletters and will include a link to your Website. Space will be scheduled upon receipt of materials.</p> <p>Print Availability: March, November Online Availability: May August</p> |
| <p>Ad Requirements: 1/2- or full-page advertisers Issue Availability: January</p> | <p>Ad Requirements: 1/2-page or larger advertisers Issue Availability: February</p> | <p>Ad Requirements: All advertisers Issue Availability: January, April, July, October</p> | <p>Ad Requirements: All advertisers Issue Availability: February, May, August, December</p> | | |
| <h3>TARGET MAILERS</h3> | <h3>BANNER ADS</h3> | <h3>PRODUCT E-BLAST</h3> | <h3>CONSTRUCTION ALERT REPORTS — AN SP&M AND CP&M EXCLUSIVE</h3> | <h3>EDUCATION MARKETPLACE</h3> | <h3>BONUS DISTRIBUTION</h3> |
| <p>Your sales literature will be mailed to key decision-makers who specify the products, services and systems used by school districts and/or colleges and universities nationwide. You provide the material — up to an eight-page brochure. We take care of the postage and mailing, and even provide you with a contact list for follow-up!</p> |  <p>Receive a banner ad on SP&M's and/or CP&M's Websites for one month. Whether your goal is to generate brand awareness, increase traffic to your Website or increase sales, a banner ad on www.webSPM.com and/or www.webCPM.com is an effective part of your overall interactive marketing campaign. Banner ads are 468 x 60 with a click-through URL. File size no larger than 30K.</p> |  <p>Participate in our e-mail blast spotlighting products for educational Facilities, Security, Technology and Business. A photo of your product, a 25-word description, and a link to your Website will be included in the Product E-Blast to key decision-makers from SP&M's and/or CP&M's circulation file.</p> | <p>Access to the finest database in the industry. Find out who is building, what is being planned, the phase of construction, where the project is located and how to contact key decision-makers. The Construction Alert Reports, produced by Market Data Retrieval (a Dun & Bradstreet company), provide you with reliable, in-depth information that can be converted into sales! Each month you advertise, you receive — completely free of charge — reports from school districts and/or colleges and universities nationwide actively planning the early stages of construction.</p> | <p>Increase your leads by advertising in the largest, most comprehensive buyers' guide in the industry. Used all year long by purchasers, the Education Marketplace issue is distributed at every major trade show throughout the year. Your advertisement in this issue includes powerful marketing benefits and enhancements both in print and in our online buyers' guide, www.EducationMarketplace.com (see Education Marketplace brochure for details).</p> |  <p>Expand your reach! Copies of select issues of SP&M and CP&M are distributed at all major trade shows in the K-12 and college/university Facilities - Security - Technology - Business market.</p> |
| <p>Ad Requirements: 1/2-page or larger advertisers Issue Availability: Architects in June</p> | <p>Ad Requirements: Full-page or larger advertisers Issue Availability: February, April, July, October, December</p> | <p>Ad Requirements: All advertisers Issue Availability: January, March, June, November</p> | <p>Ad Requirements: All advertisers Issue Availability: Each month your ad runs</p> | <p>Issue Availability: September</p> | <p>Ad Requirements: All advertisers Issue Availability: See Editorial Calendars for shows and dates</p> |