

E-MEDIA MARKETING OPPORTUNITIES

CREATE AWARENESS, BUILD YOUR BRAND AND GENERATE LEADS.

Online advertising is an important part of any integrated marketing action program. Complement your print advertising program by taking advantage of our extensive array of digital products designed to help you create awareness, build your brand, generate leads and keep your name in front of current and potential customers.

2010 ONLINE ADVERTISING RATES

	Ad Unit (Placement)	Dimensions	GIF / JPEG Max file size	Flash Max file size	Animation Time	3-Month (NET) Advertiser Rate	3-Month (NET) Non-Advertiser Rate
SP&M E-NEWS Monthly E-Newsletter	Banner (Lead)	468 x 60	30k	N/A	:15	\$3,000	\$3,750
	Banner (Secondary)	468 x 60	30k	N/A	:15	\$2,250	\$3,000
	Skyscraper (Lead)	120 x 600	30k	N/A	:15	\$4,500	\$5,250
	Skyscraper (Secondary)	120 x 600	30k	N/A	:15	\$3,750	\$4,500
	Button 1	120 x 90	20k	N/A	:15	\$1,500	\$2,025
	Button 2 (Small)	120 x 60	20k	N/A	:15	\$1,200	\$1,725
	Sponsored Link: w/Graphic	90 x 90	10k	N/A	N/A	\$1,050	\$1,350
	Sponsored Link: Text Only	(Text Only)	N/A	N/A	N/A	\$750	\$1,050
SCHOOL SECURITY E-NEWS Monthly E-Newsletter	Banner (Lead)	468 x 60	30k	N/A	:15	\$3,000	\$3,750
	Banner (Secondary)	468 x 60	30k	N/A	:15	\$2,250	\$3,000
	Skyscraper (Lead)	120 x 600	30k	N/A	:15	\$4,500	\$5,250
	Skyscraper (Secondary)	120 x 600	30k	N/A	:15	\$3,750	\$4,500
	Button 1	120 x 90	20k	N/A	:15	\$1,500	\$2,025
	Button 2 (Small)	120 x 60	20k	N/A	:15	\$1,200	\$1,725
	Sponsored Link: w/Graphic	90 x 90	10k	N/A	N/A	\$1,050	\$1,350
	Sponsored Link: Text Only	(Text Only)	N/A	N/A	N/A	\$750	\$1,050
webSPM.com	Banner (Lead)	468 x 60	30k	40k	:15	\$1,500	\$2,250
	Banner (Secondary)	468 x 60	30k	40k	:15	\$1,500	\$2,250
SchoolSecurityCentral.com (Coming in January 2010)	Wide Skyscraper (Homepage)	160 x 600	40k	40k	:15	\$3,000	\$5,250
	Rectangle (Lead)	180 x 150	30k	40k	:15	\$1,500	\$2,025
	Rectangle (Secondary)	180 x 150	30k	40k	:15	\$1,500	\$2,025
	Leaderboard (Bottom)	728 x 90	40k	40k	:15	\$2,250	\$2,775
CP&M E-NEWS Monthly E-Newsletter	Banner (Lead)	468 x 60	30k	N/A	:15	\$3,000	\$3,750
	Banner (Secondary)	468 x 60	30k	N/A	:15	\$2,250	\$3,000
	Skyscraper (Lead)	120 x 600	30k	N/A	:15	\$4,500	\$5,250
	Skyscraper (Secondary)	120 x 600	30k	N/A	:15	\$3,750	\$4,500
	Button 1	120 x 90	20k	N/A	:15	\$1,500	\$2,025
	Button 2 (Small)	120 x 60	20k	N/A	:15	\$1,200	\$1,725
	Sponsored Link: w/Graphic	90 x 90	10k	N/A	N/A	\$1,050	\$1,350
	Sponsored Link: Text Only	(Text Only)	N/A	N/A	N/A	\$750	\$1,050
COLLEGE SECURITY E-NEWS Monthly E-Newsletter	Banner (Lead)	468 x 60	30k	N/A	:15	\$3,000	\$3,750
	Banner (Secondary)	468 x 60	30k	N/A	:15	\$2,250	\$3,000
	Skyscraper (Lead)	120 x 600	30k	N/A	:15	\$4,500	\$5,250
	Skyscraper (Secondary)	120 x 600	30k	N/A	:15	\$3,750	\$4,500
	Button 1	120 x 90	20k	N/A	:15	\$1,500	\$2,025
	Button 2 (Small)	120 x 60	20k	N/A	:15	\$1,200	\$1,725
	Sponsored Link: w/Graphic	90 x 90	10k	N/A	N/A	\$1,050	\$1,350
	Sponsored Link: Text Only	(Text Only)	N/A	N/A	N/A	\$750	\$1,050
webCPM.com	Banner (Lead)	468 x 60	30k	40k	:15	\$1,500	\$2,250
	Banner (Secondary)	468 x 60	30k	40k	:15	\$1,500	\$2,250
CollegeSecurityCentral.com (Coming in January 2010)	Wide Skyscraper (Homepage)	160 x 600	40k	40k	:15	\$3,000	\$5,250
	Rectangle (Lead)	180 x 150	30k	40k	:15	\$1,500	\$2,025
	Rectangle (Secondary)	180 x 150	30k	40k	:15	\$1,500	\$2,025
	Leaderboard (Bottom)	728 x 90	40k	40k	:15	\$2,250	\$2,775

EducationMarketplace.com Ask your rep for details on how to get your company listed.
Our Online Buyers' Guide

EducationDesignShowcase.com Ask your rep for details on how to get your company listed.
Award-winning school designs



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Website Sponsorships

PLANNING **4** EDUCATION.COM

webSPM.com

EducationDesignShowcase.com

webCPM.com

SchoolSecurityCentral.com

EducationMarketplace.com

CollegeSecurityCentral.com

The go-to destinations for those looking for education facilities, security, technology and business news, research reports, supplier information, the latest in school design and comprehensive article archives. Give your products and services the visibility they deserve with banners, skyscrapers and other ad units on our content-rich Websites. *Website sponsorships are scheduled to run for a minimum of three consecutive months.*

Monthly E-Newsletters

Increase the effectiveness of your marketing campaign by advertising in our monthly e-newsletters.

- **SP&M E-News** delivers breaking news, valuable research, inspiring designs, featured products, upcoming events and more directly to the desks of the K-12 community.
- **School Security E-News** provides our K-12 readers with the latest news, legislation and funding sources, industry facts, best practices and tips on how to improve safety and security in schools nationwide.
- **CP&M E-News** delivers breaking news, valuable research, inspiring designs, featured products, upcoming events and more directly to the desks of the higher education community.
- **College Security E-News** provides our college/university readers with the latest news, legislation and funding sources, industry facts, best practices and tips on how to improve safety and security on campus.

Monthly e-newsletter advertising programs require a three-month minimum order to run within a 12-month period. Months must be chosen at the time of initial order.

Customized E-Media Programs

Custom E-Mail Blasts

We'll send your personalized e-mail message to our high-response third-party e-mail subscriber list.

COST: \$750 (net) Non-Advertiser Rate

Includes set-up and first 1,000 names.

\$600 (net) Advertiser Rate

Includes set-up and first 1,000 names.

Additional names available at \$225 per thousand.

Additional services available at cost include: HTML design.

White Papers & Research

Be seen as a leader in the field while generating leads, interest and awareness in your products or services. Your white papers and industry research will be promoted and distributed to our targeted audience. You provide the PDF. We do the rest.

Includes:

- Active promotion of your research via an e-mail blast to our subscriber base; an ad in our monthly e-newsletter; a one-month promotion on our Website; and a listing in the "News and Views" or "Campus Scene" section of our magazines.
- A landing page on our website with executive summary, company logo, and linking URL. Plus, your research will be archived online for up to 12 months.
- Access to the contact information of those who have requested a copy of your white paper and research.

COST: \$7,500 (net) Non-Advertiser Rate

\$5,000 (net) Advertiser Rate

Special rates available for a White-Paper series.

Additional services available at cost include: editing, design and PDF creation.

Custom E-Surveys

Gain powerful, effective customer insight with electronic surveys targeted to the *School Planning & Management* and/or *College Planning & Management* subscriber base — the people who buy your products and services. Includes:

- Survey preparation — up to 12 questions
- Use of 2,500 names from our third-party e-mail subscriber list
- Survey deployment and hosting
- Results reporting

COST: \$2,500 (net) Non-Advertiser Rate

\$2,000 (net) Advertiser Rate

Additional names available at \$225 per thousand.

Webinars

Co-brand your Webinar with *School Planning & Management*, *College Planning & Management* or both — the leaders in the education marketplace. These high-impact online events position your company in a leadership role and generate highly qualified leads from decision-makers who have a proven interest in your product or service. Our webinars are handled by a professional production crew, are up to 60 minutes in length and are moderated by a leading industry expert.

In addition, we will provide:

- One full-page, four-color ad in an issue of *SP&M* and/or *CP&M* highlighting the sponsor and upcoming event, plus listings in "News and Views" and/or "Campus Scene."
- Active digital promotion via e-mail blasts to our subscriber base; ads in our monthly e-newsletters; promotion on our Websites.
- Attendee registration, monitoring and reporting. Plus access to each registrant's contact information, including name, title, address, e-mail.
- Post-event advertising that includes "Thank You for Attending" e-mail campaigns to registrants and advertisements in print and online to direct those who may have missed the event to the archives.
- Archived version of the Webinar available online for 3 months

COST: \$17,500 (net) Non-Advertiser Rate

\$15,000 (net) Advertiser Rate

Special rates available for a Webinar series.