

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.

E-Mail Marketing

Build stronger customer relationships with a custom e-blast campaign. Deliver relevant information to a targeted audience using our high-response third-party e-mail subscriber list.

E-Newsletters

Increase your reach and the effectiveness of your marketing campaign by advertising in our monthly e-newsletters — delivering breaking news, valuable research, best practice, product information and more directly to the desk of potential customers.

Webinars

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.

Podcasts

A fresh way to reach key decision-makers, podcasts are an audio syndication medium that connects industry leaders with key audience segments.

Website Advertising

Brand your company by advertising on the *School Planning & Management* and/or *College Planning & Management* Websites, the go-to destinations for those looking for information on facilities, security, technology and the business of education.

E-Surveys

Solicit insights on customer needs and behaviors with electronic surveys targeted to the *School Planning & Management* and/or *College Planning & Management* subscriber base.

Case Histories

Gain visibility and credibility for your products and services with online case histories. These “lessons learned” stories are invaluable resources for customers and potential customers.

White Papers

Generate sales leads, educate customers, make a business case and establish your company as a market leader. White papers provide unbiased information, relevant research and analysis of a particular issue, problem or policy.



2011 ADVERTISING RATES

WEBSITE BANNER ADS webSPM.com webCPM.com SchoolSecurityCentral.com CollegeSecurityCentral.com			
Ad Unit	Dimension	Advertiser Rate (NET)	Non-Advertiser Rate (NET)
Wide Skyscraper (Homepage Only)	160 x 600	\$35 CPM Impressions	\$45 CPM Impressions
Rectangle (ROS)	180 x 150	\$30 CPM Impressions	\$40 CPM Impressions
Leaderboard (ROS, Bottom of Page)	728 x 90	\$30 CPM Impressions	\$40 CPM Impressions
Banner (ROS)	468 x 60	\$30 CPM Impressions	\$40 CPM Impressions

E-NEWSLETTERS SP&M E-News CP&M E-News School Safety & Security College Safety & Security			
Ad Unit	Dimension	Advertiser Rate (NET)*	Non-Advertiser Rate (NET)*
Premium Skyscraper (Top Position)	120 x 600	\$1,500/Month	\$1,750/Month
Premium Banner (Top Position)	468 x 60	\$1,250/Month	\$1,500/Month
Skyscraper (Secondary Position)	120 x 600	\$1,250/Month	\$1,500/Month
Banner (Secondary Position)	468 x 60	\$1,000/Month	\$1,250/Month
Button	120 x 90	\$500/Month	\$750/Month
Sponsored Link (40 Words + Graphic)	n/a	\$750/Month	\$1,000/Month
Sponsored Link (40 Words, Text Only)	n/a	\$500/Month	\$750/Month

*Three month minimum.

E-MAIL MARKETING/CUSTOM HTML E-BLASTS		
	Advertiser Rate (NET)	Non-Advertiser Rate (NET)
Base Package (Includes set-up and up to 1,000 names)	\$1,000	\$1,250
Additional Names	\$225 per thousand	\$250 per thousand
Selects (Including titles, states, institution size)	\$20 per select	\$20 per select
Design Services Available at Cost	<i>Ask your sales representative about additional services.</i>	

WEBINARS

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 an integrated marketing campaign — both print and electronic — to promote your event.

Advertiser Rate (NET): \$15,000 | Non-Advertiser Rate (NET): \$17,500

WHITE PAPERS & RESEARCH

An effective way to share your knowledge. A White Paper program includes a landing page on our Website with executive summary, company logo, and linking URL; contact information for those requesting your information; and active promotion of your research to our subscribers — online and in print. Up to a 10-page, full-color PDF.

Advertiser Rate (NET): \$3,500 | Non-Advertiser Rate (NET): \$5,000

PODCASTS

An impactful and economical extension to your marketing program. Your Podcast will be featured on our Websites, and promoted in the magazines and by e-mail. Anyone with a computer, iPod, PDA or other device that can play mp3 files will be able to listen to you tell your story.

Advertiser Rate (NET): \$3,000 | Non-Advertiser Rate (NET): \$4,000

E-SURVEYS

Gain powerful, effective customer insight with electronic surveys targeted to the *School Planning & Management* and/or *College Planning & Management* subscriber base. Twelve questions, 2,500 subscribers, results reporting.

Advertiser Rate (NET): \$2,500 | Non-Advertiser Rate (NET): \$3,250

CASE HISTORIES

These “Lessons Learned” stories featuring real customers will be featured on our Website and promoted in our e-newsletters. Case Histories include a 300-word product story and a color photo.

Advertiser Rate (NET): \$2,000 | Non-Advertiser Rate (NET): \$2,750

VALUE-ADDED BONUSES FOR ELECTRONIC MEDIA ADVERTISERS

Earn 1 point for every \$1,000 spent. Points can be redeemed for direct mails lists, case histories or product releases in the magazines, inclusion in our target mailer to architects, Info Marts or Supplier Spotlight ad-lits, inclusion in our product e-blasts. Contact your sales representative for details.