

WHO WILL YOUR MESSAGE REACH IN LEARNING BY DESIGN?

Learning By Design reaches more than 65,000 school leaders who play major roles in school construction purchase decisions from early childhood to colleges and universities:

- ▶ 14,000 school superintendents
- ▶ 14,000 school board members
- ▶ 12,000 school architects
- ▶ 10,000 building & grounds staff & facilities managers
- ▶ 6,000 school business officials
- ▶ 5,000 school board liaison staff
- ▶ 4,000 private & parochial school administrators
- ▶ Bonus distribution at NSBA's Annual Conference and Exposition, April 16-19, 2005, in San Diego, CA, and other shows



CONTACT ALISON BASHIAN
TO ADVERTISE: **800/335-7500**

WHAT DO ARCHITECTS HAVE TO SAY ABOUT LEARNING BY DESIGN?

Our projects receive remarkable exposure to educational professionals in *Learning by Design*. We get terrific response from clients, particularly when a project is awarded a Citation. And we're always interested in reviewing other firms' projects not only for aesthetics but also to see how they compare for regional costs, square footages, and grade-level configurations.

*Jeanne Jackson, AIA, Partner
VCBO Architecture
Salt Lake City, UT*

Learning By Design is an outstanding resource for the school owner/client and designer, showcasing inspired, innovative architecture that addresses a broad spectrum of program, technology, site, and budget issues—critical factors in the planning of educational facilities that must fulfill the increasingly sophisticated needs of multiple stakeholders.

*A. Fred King, AIA, Principal-in-Charge of Design
Northwest Architectural Company
Spokane & Seattle, WA*

We look forward to receiving *Learning By Design* each year. The journal informs our K-12 Education Facilities Group of the benchmark set by school districts in developing solutions to create the most successful learning environments across the country. **Our clients are always pleased to see their projects highlighted in *Learning By Design*.**

*Raymond Bordwell, AIA, Principal
Perkins & Will
Chicago, IL*



VISIT THE
LEARNING BY DESIGN
WEB SITE AT
WWW.ASBJ.COM/LBD

GAIN THE LEADING EDGE



ON SCHOOL
CONSTRUCTION
PURCHASES

Expanded and Improved!

ADVERTISE IN LEARNING BY DESIGN 2005

THE MOST COMPLETE GUIDE TO ARCHITECTURAL
SERVICES FROM THE MOST AUTHORITATIVE SOURCE —
NATIONAL SCHOOL BOARDS ASSOCIATION



Published by National School Boards Association
and Stratton Publishing & Marketing Inc.



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WHY ADVERTISE IN THE EXPANDED LEARNING BY DESIGN?

Over the next year, K-12 school districts will spend more than \$24 billion on school construction. Where will they turn to find the best companies that provide these services and products?

LEARNING BY DESIGN

The premier guide for school construction services, *Learning By Design* delivers more than 65,000 school construction and design decision makers—school board members and superintendents from early childhood through college—as well as architects and designers who specialize in school design and building products.

Your advertisement in the expanded *Learning By Design* will reach school districts and architectural firms across the nation who are looking for companies that provide:

- ▶ Architectural and engineering services
- ▶ Wiring and cable connections for technology
- ▶ Furniture for classrooms, auditoriums, cafeterias, dormitories, computer labs, and libraries
- ▶ Playground and gymnasium services or products
- ▶ Plumbing and lighting fixtures and services
- ▶ School security systems
- ▶ Communications systems
- ▶ HVAC systems
- ▶ Flooring and carpeting
- ▶ Roofing
- ▶ Landscape architecture
- ▶ ADA compliance and services

LET THEM KNOW YOU HAVE SOLUTIONS WHEN YOU ADVERTISE IN **LEARNING BY DESIGN**

HOW TO ADVERTISE

Contact Advertising Manager Alison Bashian at 800/335-7500 or e-mail: alisonb@strattonpub.com.

▶ Closing dates:

- Issue date: April 2005
- Closing for space reservation: November 15, 2004
- Closing for materials: January 15, 2005

ADVERTISING RATES

Combine insertions with all NSBA publications. Take advantage of frequency discounts when you combine insertions in *Learning By Design* with any of NSBA's publications—*American School Board Journal*, *School Board News*, and NSBA Conference publications.

▶ Black & White

AD SIZE	1X	3X	6X	12X	18X	24X
FULL PAGE	\$6500	\$6175	\$5850	\$5525	\$5200	\$4875
1/2 ISLAND	\$4495	\$4265	\$4045	\$3815	\$3595	\$3365
1/2 HORIZONTAL	\$4095	\$3895	\$3690	\$3480	\$3280	\$3075
1/3 PAGE (horizontal, vertical, or square)	\$2965	\$2820	\$2670	\$2525	\$2375	\$2225
1/4 PAGE	\$2200	\$2090	\$1985	\$1875	\$1770	\$1665

Matched (PMS) color charge: Additional \$795

▶ 4 Color

AD SIZE	1X	3X	6X	12X	18X	24X
FULL PAGE	\$7950	\$7625	\$7300	\$6975	\$6650	\$6325
1/2 ISLAND	\$5945	\$5715	\$5495	\$5265	\$5045	\$4815
1/2 HORIZONTAL	\$5545	\$5345	\$5140	\$4930	\$4730	\$4525
1/3 PAGE (horizontal, vertical, or square)	\$4415	\$4270	\$4120	\$3975	\$3825	\$3675
1/4 PAGE	\$3650	\$3540	\$3435	\$3325	\$3220	\$3115

▶ Covers (4 Color)

COVERS	1X	3X	6X	12X	18X	24X
COVER 2	\$8750	\$8400	\$8030	\$7675	\$7315	\$6950
COVER 3	\$8350	\$8000	\$7665	\$7325	\$6985	\$6645
COVER 4	\$9140	\$8765	\$8400	\$8025	\$7650	\$7275

All half-page or larger advertisers receive a FREE listing in the *2005 School Product & Equipment Directory*.

BOOST SALES AND REACH SCHOOL CONSTRUCTION DECISION MAKERS ACROSS THE NATION

▶ MECHANICAL REQUIREMENTS

Ad Size	Width	Depth
Full Page	7"	10"
1/2 Island	4 1/2"	7 1/2"
1/2 Horizontal	7"	4 3/4"
1/3 Vertical	2 1/4"	10"
1/3 Horizontal	7"	3 1/4"
1/3 Square	4 1/2"	4 3/4"
1/4 Page	3 1/2"	4 3/4"

- Trim Size: 8 1/8" x 10 7/8"
- Bleed Size: 1 page—8 1/4" x 11 1/8"; 2 page spread—16 1/2" x 11 1/8". All live matter should be 1/2" from bleed edge, top, bottom and sides.
- Line Screen: 150 line preferred, 133 line acceptable
- Binding: Perfect
- Proofs: Proofs submitted must be printed from files on disk provided. A color-accurate proof must be submitted for all color insertions. Proof must be submitted at 100 percent of final size. We are not responsible for color accuracy if advertiser does not provide a color-accurate proof (e.g., color laser prints are not color-accurate proofs).

▶ FILE FORMATS

Ad artwork is accepted in the following formats:

- Press-Optimized PDF
- Photoshop jpeg (.jpg) or tiff (.tif) with fonts/images embedded
- Illustrator eps (with fonts converted to outline). Ensure that all artwork embedded in these files is in CMYK and high-resolution (300 dpi at actual size). No files in RGB or using Pantone colors. *Ads are not accepted in other formats. Advertisers will incur a fee for time required to make adjustments to files or to solicit any missing files or artwork.*

▶ INSERTION ORDERS AND MATERIALS

- Insertion Orders: Fax to Alison Bashian at 440/349-3447. Phone: 800/335-7500. E-mail: alisonb@strattonpub.com.
- Ad Materials: Mail to Carrie Wood, Stratton Publishing & Marketing Inc., 5285 Shawnee Road, Suite 510, Alexandria, VA 22312. Phone: 703/914-9200. Fax: 703/914-6777.

- ▶ Contact Alison Bashian to advertise: 800/335-7500.