

PHOTO CREDITS: (FROM TOP) ST. MARK'S SCHOOL BY ROBERT BENSON, PRESCOTT ELEMENTARY SCHOOL BY WOLD ARCHITECTS AND ENGINEERS, AND DENA NEW PRIMARY CENTER BY TOM BONNER.

Call Laure Curva at 800/335-7500.  
Book your display ad space by September 14, 2007, and  
**SAVE 15% OFF AD RATES!**



Tap the \$150 billion educational facility design and construction market by reaching the more than 65,000 key decision makers that use *Learning By Design* all year long!

### Contact

Learning By Design Ad Sales at 800/335-7500  
Laure Curva, [laurec@strattonpub.com](mailto:laurec@strattonpub.com) or Alison Bashian, [alisonb@strattonpub.com](mailto:alisonb@strattonpub.com)

**Reserve Your Space Today and Save!**

### MECHANICAL REQUIREMENTS

Ad Size	Width	Depth
Full page	7.0 inches	9.5 inches
Half-page island	4.5 inches	7.0 inches
Half-page horizontal	7.0 inches	4.5 inches
One-third page	2.25 inches	9.5 inches
One-fourth page	3.375 inches	4.5 inches

- ▶ TRIM SIZE: 8" x 10.5" ▶ Binding: Perfect
- ▶ BLEED SIZE: 1 page—8.25" x 10.75"; 2-page spread—16.25" x 10.75". All live matter should be .5" from bleed edge, top, bottom, and sides.
- ▶ LINE SCREEN: 150 line preferred, 133 line acceptable
- ▶ 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 at 100% of final size. The publisher is not responsible for color accuracy if a color-accurate proof is not submitted (e.g., color laser prints are not color-accurate proofs).

### File Formats

- All 4-color ads should be in CMYK and should include cropmarks.  
Ad artwork is accepted in the following formats:
- ▶ Press-Optimized PDF supplied on a CD (preferred format)
  - ▶ 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).
  - ▶ Ads are not accepted in other formats. Advertisements not submitted to these specifications will incur additional fees. No ads accepted via e-mail.

### Insertion Orders and Materials

- ▶ Insertion Orders: Fax to Laure Curva at 440/349-3447  
Phone: 800/335-7500 ■ E-mail: [laurec@strattonpub.com](mailto:laurec@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

**Materials Deadline: January 11, 2008**



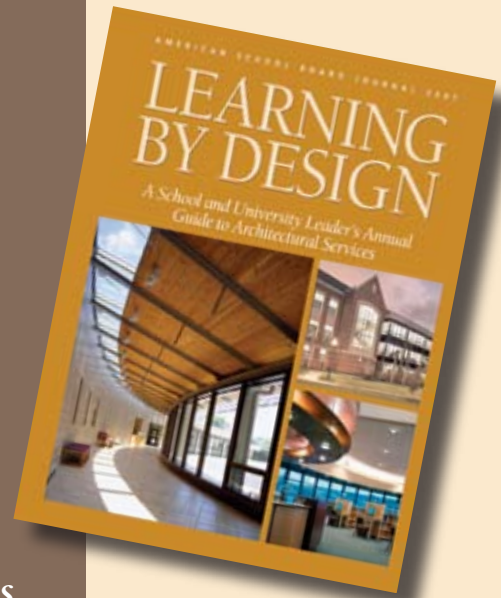
National Clearinghouse  
for Educational Facilities



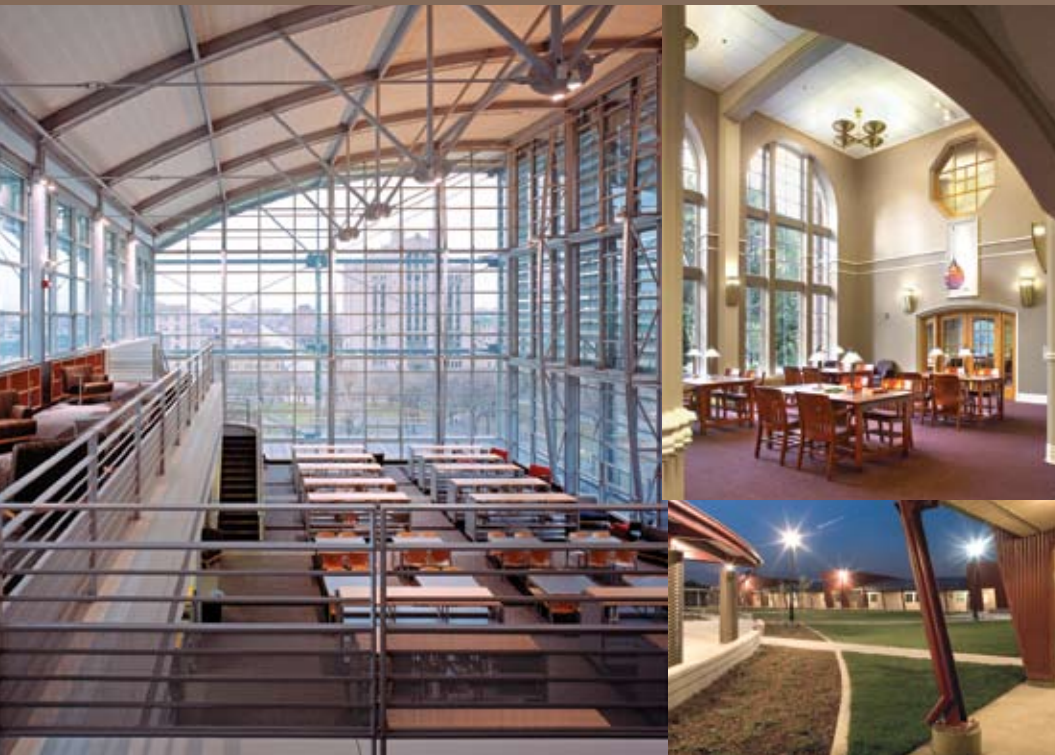
REACH THE LARGEST MARKET: 65,000 SCHOOL AND UNIVERSITY DECISION MAKERS!

# LEARNING BY DESIGN

*The Annual Guide to Facility Design, Construction, and Architectural Services—for Pre-K to 12 Schools, Colleges, Universities, and Specialized Educational Facilities*



- ▶ Invest your ad dollars in the most prestigious guidebook from the most authoritative source.
- ▶ Make sure your company is seen by more than 65,000 educational facility decision makers in **PRINT** and **ONLINE** for an entire year!
- ▶ Tap the \$150+ billion educational facility design and construction market
- ▶ Reach 33,500 Pre-K to 12 and 20,300 College/University decision makers—plus 11,000 architects and engineers!



**Reserve Your Space Today and Save!**

Book your display ad space by  
September 14, 2007, and  
**SAVE 15% OFF AD RATES!**

Regular ad space deadline:  
December 14, 2007

VISIT ONLINE [www.learningbydesign.biz](http://www.learningbydesign.biz)

**AWARD WINNER**

**2006 FOLIO: Eddy Award**  
BEST ANNUAL SUPPLEMENT

**2005 EXCEL Award**  
EXCELLENCE IN ASSOCIATION PUBLISHING

**2005 APEX Award**  
GRAND AWARD FOR PUBLICATION EXCELLENCE

**Published:** April 2008

STRATTON PUBLISHING & MARKETING INC. AND  
NATIONAL SCHOOL BOARDS ASSOCIATION /  
AMERICAN SCHOOL BOARD JOURNAL



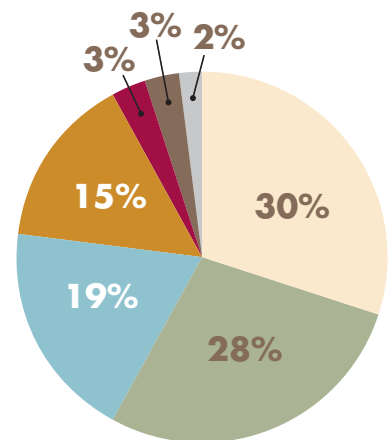
Reach more than 65,000 educational facility decision makers in PRINT and ONLINE for an entire year by advertising in *Learning By Design*—the annual go-to resource for the leaders and decision makers who control more than \$150 billion in educational facility design and construction expenditures!



► **Learning By Design** reaches key decision makers in the market. Tap the \$150+ billion educational facility design and construction market.

#### Circulation by Title

- Business officials/purchasing agents
- Building/facility plant managers
- Security/safety officials
- Superintendents
- Housing/residential life managers
- Independent school directors
- Architects/engineers/consultants



**Total Pre-K to 12 distribution—33,500**  
**Total College/University distribution—20,300**  
**Plus—11,000 architects and engineers**

► **Learning By Design** provides the most competitive ad rates in the industry—best CPM and value. Reach key decision makers at rates that are far below others in the field.  
**PLUS**—Book your ad space by September 14, 2007, and **SAVE 15% OFF AD RATES!**

## ADVERTISING RATES

**Special Offer:** Book your space before September 14, 2007, and enjoy a special discount of 15% off rates. No discounts after September 14, 2007. All rates are in U.S. dollars.

Ad Size/4C	Rates
Full page	\$9,655
Half-page island	7,250
Half-page horizontal	6,745
One-third vertical	6,040
One-fourth page	5,080
Cover 2	10,850
Cover 3	10,450
Cover 4	11,250
Ad Size/BW	Rates
Full page	\$7,925
Half-page island	5,485
Half-page horizontal	5,015
One-third vertical	4,490
One-fourth page	4,010

### Premium Positions Available

Full-page ads only. Add 10% to page rates. Contact ad sales rep for details.

### Frequency Discounts Available

Discounts available in combining rates with NSBA publication. Contact ad sales rep for details.

### ALSO—2008 Buyer's Guide!

Educational facility decision makers use this special directory section of *Learning By Design* all year long to find their design and construction services providers and suppliers. Plus, the Buyer's Guide is live on the *Learning By Design* Web site all year long! (No commissions or early discounts apply.)

### Basic listing—\$395

Company name, address, phone/fax numbers

### Enhanced listing—\$595

Basic listing plus e-mail address, Web site and live online link, and a 50-word description of services

### Contact

*Learning By Design* Ad Sales at 800/335-7500  
Laure Curva, [laurec@strattonpub.com](mailto:laurec@strattonpub.com)  
Alison Bashian, [alisonb@strattonpub.com](mailto:alisonb@strattonpub.com)

*Book your display ad space by September 14, 2007, and SAVE 15% OFF AD RATES!*

PHOTO CREDITS: (COVER) FAR LEFT, CASS TECHNICAL HIGH SCHOOL BY BALTHAZAR KORAB; TOP RIGHT, CENTER COLLEGE BY SAM FENTRESS PHOTOGRAPHY; BOTTOM RIGHT, BOB MURPHY COUNTY COMMUNITY DAY SCHOOL BY FRANK DOMIN. (OPPOSITE PAGE) LEFT, PALM SPRINGS COMMUNITY MIDDLE SCHOOL BY JERZY JUREWICS, AIA; RIGHT, EL CERRITO HIGH SCHOOL BY ART STUDIO ALLIANCE. (THIS PAGE) BROPHY COLLEGE PREPARATORY BY AL PAYNE PHOTOGRAPHY, INC.



► Drive traffic to your Web site through [www.learningbydesign.biz](http://www.learningbydesign.biz) for an entire year!

All *Learning By Design* advertisers receive a **FREE HOT LINK** to their company Web sites for an entire year!

► Special bonus distribution at key conferences expands the reach of your ad! *Learning By Design* is distributed at the top conferences attended by educational facility decision makers, including the National School Boards Association (NSBA), American Institute of Architects (AIA), Council of Educational Facility Planners (CEFPI), and APPA—the Association of Higher Education Facility Officers.

