

Reach the Largest Market: 65,000 School and University Decision Makers!

LEARNING BY DESIGN



2009

**RESERVE YOUR SPACE
TODAY AND SAVE!**

Book your display ad space
by October 3, 2008 and save
15% off ad rates!

Discount ad deadline: October 3, 2008

Ad space deadline: January 9, 2009

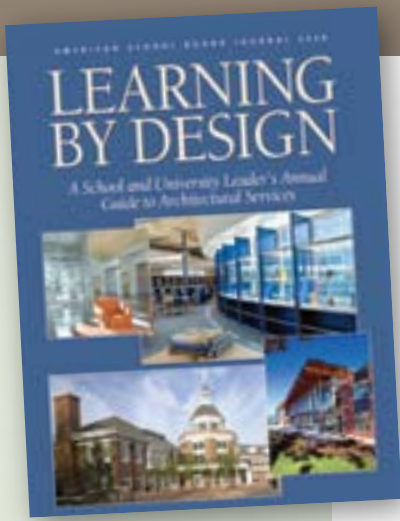
Published: April 2009

**The Annual Guide to
Facility Design, Construction,
and Architectural Services
and Products—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.
- ▶ Generate visibility—reach 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.
- ▶ **Editorial focus:** green construction, security, and athletic/performance facilities.

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

www.learningbydesign.biz



What readers are saying...

90%
 "strongly agree/agree"
 that the magazine's
 photo/art reproduction
 and quality are "excellent"

85%
 "refer to the publication
 throughout the year"

75%
 rate the magazine "most
 useful" compared with
 other educational design
 publications

70%
 share articles and listings
 with a colleague, and
 another 55% use the
 magazine as a reference
 tool for future use

Reach Key Decision Makers

LEARNING BY DESIGN reaches more than 65,000 educational facility design and construction decision makers in print and online. LEARNING BY DESIGN readers are industry leaders who control more than \$150 billion in educational facility design and construction expenditures. 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.

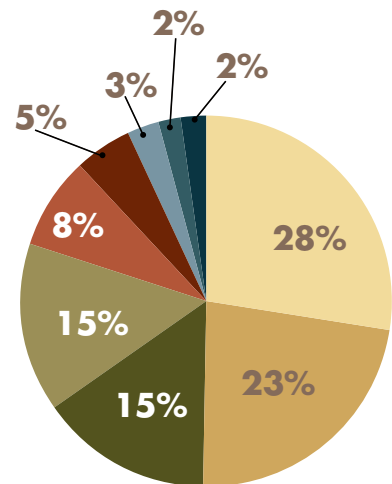
According to recent third-party research, LEARNING BY DESIGN readers are "very involved in specifying, recommending, or purchasing products and services in the educational facility arena." These products and services include:

- architectural design and construction services
- flooring
- classroom tools such as chalk/dry erase boards, tables, and chairs
- furniture; lighting/electrical products
- library products/services
- interior design services
- HVAC systems
- audio/visual products
- athletic equipment
- technology products
- landscape and grounds products/services
- plus, much more

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
- Superintendents
- Architects/engineers/consultants
- Design/build and construction managers
- Career-tech/vocational administrators
- Security/safety officials
- Housing/residential life managers
- Independent school directors



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

Reach more than 260,000 decision makers*

Advertising Rates

Book your space before October 3, 2008, and enjoy a special discount of 15% off rates. (No discounts after October 3, 2008.)

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 manager for details.

Print/Online Discounts Available

Discounts available for print/online packages. Plus, discounts available in combining rates with NSBA publications. Contact ad sales manager for details.

Ad Sales Contact

Ad Sales Manager Alison Bashian at 800/335-7500 or alisonb@strattonpublishing.com

Book Your Space Today

Here are just a few more reasons why your company should book LEARNING BY DESIGN advertising—print, online, or both.

➤ LEARNING BY DESIGN readers say it is the **“best source on issues relating to educational facilities design and renovation.”** Plus, the magazine has a **mean pass-along rate of three additional decision makers**, giving it a broader market reach of **260,000 decision makers.***

➤ LEARNING BY DESIGN also enjoys **bonus distribution** at key industry conferences, including the American Institute of Architects (AIA), National School Boards Association (NSBA), Council of Educational Facility Planners (CEFPI), APPA—the Association of Higher Education Facility Officers, and EcoBuild.

➤ All advertisers receive a **FREE hot link** on www.learningbydesign.biz for an entire year. And, all full-page advertisers also receive a FREE basic listing in the magazine's print and online Buyer's Guide section.

NEW: Electronic Advertising Opportunities

Extend the reach of your advertising dollars and drive traffic to your company's Web site by placing an electronic ad on the LEARNING BY DESIGN Web site, www.learningbydesign.biz.

Also available—sponsorship opportunities for LEARNING BY DESIGN E-News. Place a button ad in this bimonthly electronic newsletter featuring the latest architectural design and construction news, products, and industry events.

Combine print and online advertising to maximize your company's reach in this lucrative market! Contact Ad Sales Manager Alison Bashian (alisonb@strattonpublishing.com or 800-335-7500, ext. 21) for details.

ALSO: 2009 Facilities Resources 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 always live on the *Learning By Design* Web site! (No commissions or early discounts apply.)

Basic listing—\$395 (free to full page advertisers)

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

New: Expanded Premium listing—\$895

This year's new Premium listing maximizes visibility with a color-logo, bold type treatment, and boxed design to call optimal attention to your company's listing—in addition to everything included at the enhanced listing level.

✦ **Add a special green designation to your listing for \$50 each.** Let decisions makers know your company offers eco-friendly products and services.

Buyer's Guide Contact

Carrie Wood, cwood@strattonpublishing.com, 703-914-9200 ext.25



BENJAMIN BENSCHNEIDER

PHOTO CREDITS

COVER: INFINITY STUDIO

BELOW: (FROM TOP) MIKE OSBORNE

PHOTOGRAPHY, JOE MANFREDINI

PHOTOGRAPHY, JUD HAGGARD.

Call Alison Bashian at 800/335-7500, ext. 21.
Book your display ad space by October 3, 2008, and
SAVE 15% OFF AD RATES!



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.

Insertion Orders and Materials

- ▶ Insertion Orders: Fax to Alison Bashian at 440/349-3447
Phone: 800/335-7500 ■ E-mail: alisonb@strattonpublishing.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
Questions? contact cwood@strattonpublishing.com

Materials Deadline: January 23, 2009

www.learningbydesign.biz



National Clearinghouse
of Educational Facilities

