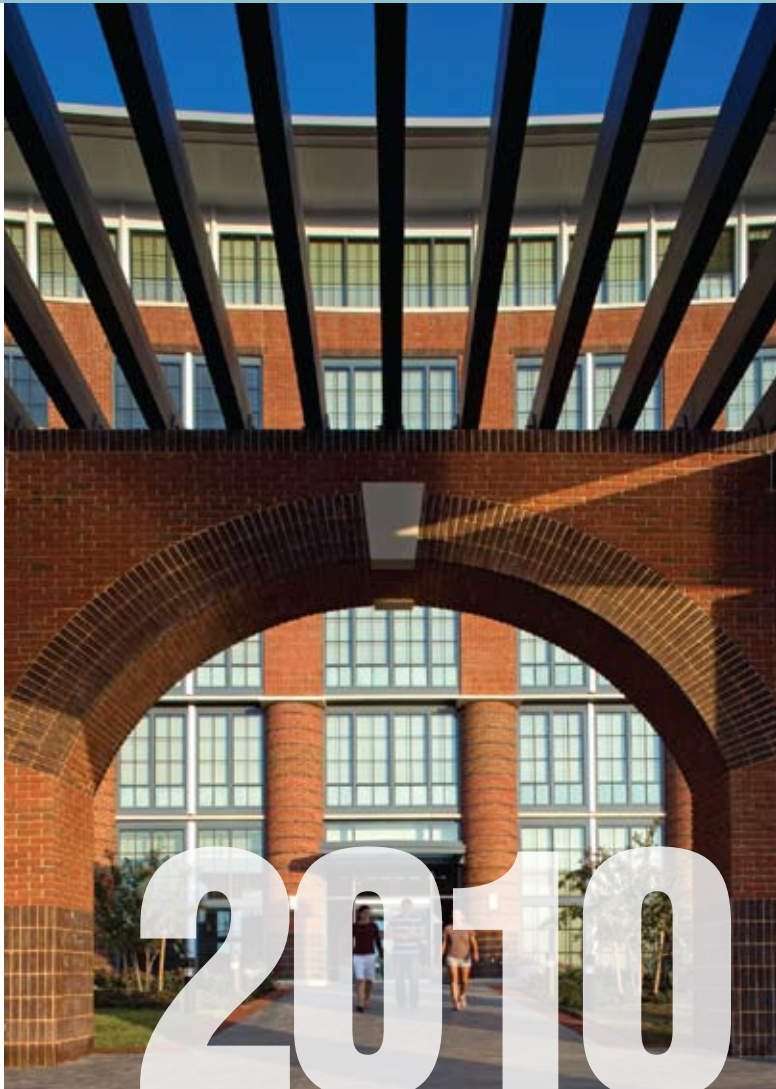


Reach more than 260,000 decision makers in the education design and construction market!



## **LEARNING BY DESIGN will publish two editions in 2010!**

**Spring:** General Excellence Edition  
(Published April 2010)

**Fall:** Special Edition—Green Design & Technology  
(Published October 2010)

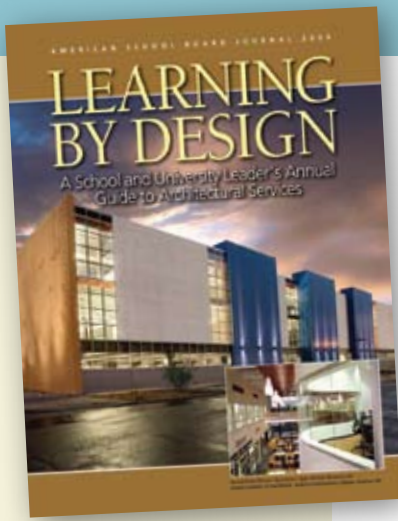
**Book display advertising in BOTH EDITIONS IN 2010 and earn the discounted COMBO RATE. PLUS—book the Combo Rate by October 1 and receive a 20% Early Bird discount.**

With billions in new federal and state money flowing for pre-K to 12 and university construction, **NOW IS THE TIME TO INCREASE YOUR COMPANY'S VISIBILITY** in the education market!

LEARNING BY DESIGN delivers your message to the education design and construction market's top decision makers, in print and online.

Presented by Stratton Publishing & Marketing Inc. and the National School Boards Association/  
*American School Board Journal*

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



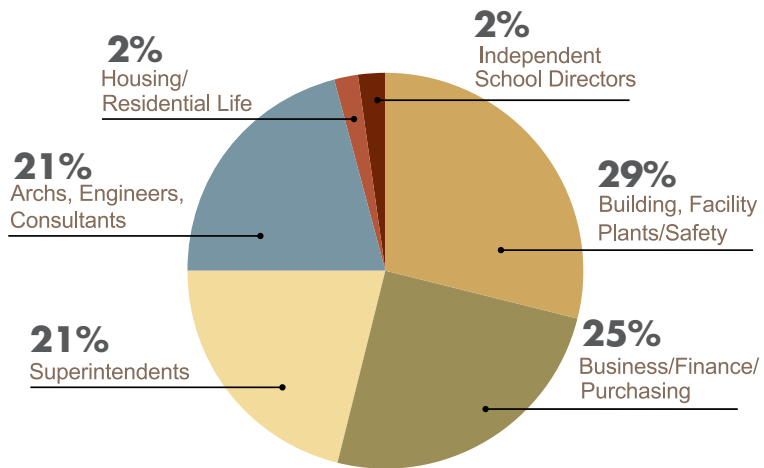
## Why You Should Advertise in LEARNING BY DESIGN

**LEARNING BY DESIGN** reaches more than **260,000 decision makers** in the education design and construction market—which means it delivers the best CPM and value. Plus—LEARNING BY DESIGN readers control budgets that have now been supplemented by new stimulus bill money, including:

- **\$53.6 billion in state fiscal stabilization funds**, which covers modernization and repair of public school facilities
- **\$650 million dedicated to education technology initiatives**, including construction infrastructure and modernization
- **\$22 billion in new qualified school construction bonds**, with authority for planning and expenditures in 2009 and 2010

**NOW IS THE TIME TO INCREASE YOUR COMPANY'S VISIBILITY** in the education market. LEARNING BY DESIGN readers control more than **\$150 billion in educational facility design and construction expenditures**. Plus, new stimulus bill money makes this market more lucrative than ever.

### LEARNING BY DESIGN Circulation By Title



### Who Reads LEARNING BY DESIGN

LEARNING BY DESIGN targets 65,000+ individuals, who then share their copy with at least three additional decision makers—giving it a broader market reach of **260,000+ decision makers**.

LEARNING BY DESIGN distribution:

- Total pre-K to 12 distribution: **32,500**
- Total college/university distribution: **18,500**
- Plus, **14,000** architects, designers, and engineers

### LEARNING BY DESIGN enjoys bonus distribution:

Key industry conferences include 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, EcoBuild, and School Building Expo.

### Plus—(according to recent third-party research):

- **85%** refer to LEARNING BY DESIGN throughout the year for information and ideas
- **75%** rate the magazine “most useful” compared with other design and construction publications in the market

# Twice in 2010

**LEARNING BY DESIGN** will publish two editions in 2010! Your sales and marketing message in both editions of **LEARNING BY DESIGN** delivers twice the visibility and twice the market penetration.

## › Spring

General Excellence Edition (Published April 2010)

**Early Bird deadline:** October 1, 2009 (receive 15% off)

**Final deadline:** January 15, 2010

## › Fall

Special Edition—Green Design & Technology  
(Published October 2010)

**Early Bird deadline:** April 1, 2010 (receive 15% off)

**Final deadline:** July 30, 2010

Book display advertising in BOTH EDITIONS IN 2010 and earn the discounted COMBO RATE.

**Book the Combo Rate by October 1 and receive 20% OFF!**

### LEARNING BY DESIGN 2010 Rates

Ad Size	1x (Spring OR Fall)	2x (Combo Rate, per ad)
Full page	\$9,655	\$8,500
Half-page island	\$7,250	\$6,380
Half-page horiz	\$6,745	\$5,940
One-third vertical	\$6,040	\$5,320
One-fourth page	\$5,080	\$4,470
<b>Ad Size</b>	<b>1x (Spring OR Fall)</b>	<b>2x (Combo Rate, per ad)</b>
Cover 2	\$10,850	\$9,550
Cover 3	\$10,450	\$9,195
Cover 4	\$11,250	\$9,900

#### Premium Positions Available

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



SMITH SINNETT ARCHITECTURE

## Tap Electronic Advertising Opportunities

**LEARNING BY DESIGN** at [www.learningbydesign.biz](http://www.learningbydesign.biz). Extend your reach online and drive traffic to your company's Web site by placing your ads on this high-traffic site, visited year round by those seeking educational facility products and services.

**LEARNING BY DESIGN E-News**, this bimonthly e-newsletter keeps educational facility planners up to date on changes and trends in facility design, construction projects, and news of industry events, new products, and much more. Ask for more information about how your company can be a featured advertiser in an upcoming issue. **Special offers for advertisers who book in both the Spring and Fall editions.**

### LEARNING BY DESIGN 2010 Electronic Ad Rates

One month	\$400
Three months	\$1,020
Six months	\$1,560
One year	\$2,880

Materials: Ad buttons should be 125 x 125 pixels. Files accepted include .jpg, .gif, and .png files. Animation is not accepted. Maximum file size is 75K.

**Combine PRINT AND ONLINE advertising to maximize your company's reach in this lucrative market!**

**Contact Alison Bashian to start your online program:  
800.335.7500 ext. 21, [alisonb@strattonpublishing.com](mailto:alisonb@strattonpublishing.com)**

#### Also: 2010 Facilities Resources Buyer's Guide

This special **LEARNING BY DESIGN** directory of suppliers for the education design and construction market appears in print and online. Listings can be enhanced with company descriptions, color logos, Web site links, "green company" designations, and more. Contact Carrie Wood, 703.914.9200 ext. 25, [cwood@strattonpublishing.com](mailto:cwood@strattonpublishing.com). Or visit [www.learningbydesign.biz](http://www.learningbydesign.biz).

PHOTO CREDITS

COVER: (CLOCKWISE FROM LEFT) JOE AKER,

JANET WARLICK, AL PAYNE PHOTOGRAPHIC

BELOW: (FROM TOP) JUSTIN MACONOCHE, ROBERT I.

FAULKNER, AL PAYNE PHOTOGRAPHIC

Make sure 260,000+ decision makers in the education design and construction market see your company in **LEARNING BY DESIGN**. Contact Alison Bashian, 800.335.7500 ext. 21, [alisonb@strattonpublishing.com](mailto:alisonb@strattonpublishing.com).

**LEARNING BY DESIGN will publish two editions in 2010!** Your sales and marketing message in both editions of LEARNING BY DESIGN delivers **twice the visibility** and **twice the market penetration**.

Book display advertising in BOTH EDITIONS IN 2010 and earn the discounted COMBO RATE. Book the Combo Rate by October 1 and receive 20% OFF!

**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

**Materials Deadline:**

**Spring: Jan. 29, 2010**

**Fall: Aug. 13, 2010**

- 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: 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 440.323.0398  
Phone: 800.335.7500 ext. 21  
E-mail: [alisonb@strattonpublishing.com](mailto: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 ext. 25  
Fax: 703.914.6777

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THE AMERICAN INSTITUTE OF ARCHITECTS

