Offering a Complete Portfolio of Integrated Media Solutions

- Magazine
- Webinars and Training
- Lead-generation Programs
- Custom Publishing
- Custom Digital Programs
- Research
- Branding and Thought Leadership
Education is a growing market for Manufacturers and Suppliers of Products and Services for Schools and Colleges.

**Population Change**

There is one birth every 8 seconds, one death every 12 seconds, one international migrant every 28 seconds, a net gain of one person every 12 seconds.

**Participation**

The number of people enrolled in America’s schools reached 74.6 million in 2018, according to the U.S. Census Bureau. Since 1996, total school enrollment has grown 8.2 percent.

**Public School Enrollment**

Between Fall 2014 and Fall 2027, total public school enrollment in prekindergarten through grade 12 is projected to increase from 50.7 million to 52.1 million.

**Higher Education Enrollment**

Between 2000 and 2016, total undergraduate enrollment increased by 28 percent to 16.9 million students. By 2027, total undergraduate enrollment is projected to increase by 3 percent to 17.4 million students.

**Per-Pupil Spending**

$11,734 was the projected per-student expenditure in public elementary and secondary schools in 2017-18. Adjusting for inflation, per student expenditures were expected to rise slightly less than 1 percent over the previous school year.
$98.9+ Billion Total Value of Education Construction Work Done in U.S. in 2018

Educational Facilities make up the Lion’s Share of the Non-Residential Buildings Market
According to the 2017 construction report compiled by the U.S. Census Bureau, education put more than 3x the value of construction in place than healthcare, office and commercial combined. Public Construction $: Education 76%, Healthcare 11%, Commercial 3%, Office 10%.

2019 K-12 Survey on School Construction
• 55 percent of the districts surveyed completed construction projects in 2018.
• 61 percent of the districts surveyed planned to start construction projects in 2019.
• Renovations and modernizations are still the focus, although the construction of new buildings is once again on the rise.

2019 Higher Ed Survey on School Construction
• 75 percent of institutions surveyed completed construction in 2019.
• 79 percent of institutions surveyed planned to start construction projects in 2019.
• Renovations and modernizations will continue to be the main focus of construction on college campuses.

2017 Infrastructure Report Card for K-12 Schools
Every school day, nearly 50 million K-12 students and six million adults occupy close to 100,000 public school buildings on an estimated two million acres of land. The nation continues to under-invest in school facilities, leaving an estimated $38 billion annual gap. The American Society of Civil Engineers (ASCE) scored schools D+ for 2017: 53 percent of schools need improvements to reach “good” condition.
Spaces4Learning Reaches All Players
We reach the three key levels of decision makers in schools and colleges—executive, purchasing and specifier. Why? Unlike many industries where there is one owner who makes the decisions, there is no clear-cut decision-maker when it comes to identifying the vendors, or specifying and purchasing products for school or college.

There are more than 13,600* public school districts and 4,500* degree-granting colleges and universities in the U.S., and they all buy differently. Some have central or departmental purchasing, and others make decisions by committee.

The Executive Level
Superintendents, Presidents, Deans, Chief Administrators 16,114
Presidents and Chairpersons - Boards of Education 6,245

The Purchasing Level
Business and Purchasing 14,448

The Specifier Level
Housing/Residential Life, College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services 1,976
Technology/MIS 4,000
Others allied to the field 6,419
Federal and State Department of Education, State Higher Education Agencies 880
Architects, Engineers, Construction Managers, Design Builders, General Contractors, Interior Designers, Integrators and Consultants 8,431

Total Circulation* 74,777**

* National Center for Education Statistics (NCES) ** Media Owner’s Own Data
01/02 JAN/FEB

Cover Story
- Annual Facilities & Construction Brief

Features
- Technology for Learning
  AV: Signage and Digital Displays
- Outsourcing and Contract Services
- High Traffic Areas: Specifying, Covering and Maintaining
- Cleaning & Maintenance
- Residential Housing: Amenities
- Transportation & Parking

Building Blueprints & Facility Focus
- Makerspaces
- Outdoor Areas

Bonus Distribution
- NFMT

03/04 MAR/APR

Cover Story
- Esports Arenas

Features
- Purchasing and Supply Management
- HVAC Systems, Fans and Clean Air Technologies
- Restroom, Shower, Locker Room: Planning, Design and Maintenance
- Planning an Outdoor Space: How to Furnish, Equip, Landscape and Maintain
- Campus Security & Life Safety
- The Building Envelope: Roofs, Insulation, Exterior Walls, Windows and Doors

Building Blueprints & Facility Focus
- Foodservice
- Student Housing

05/06 MAY/JUNE

Cover Story
- Housing and Residential Life Report

Features
- Education Design Showcase
- Classroom Design
- Walls, Ceilings & Floors
- AV: InfoComm Show Preview
- Building Lifecycle: Benchmarking & Analysis
- Sports and Fitness: The Gym, Fieldhouse, Locker Room, Rec Center and Fields

Building Blueprints & Facility Focus
- Science Labs
- Historic Renovations

07/08 JULY/AUG

Cover Story
- Outfitting Next-Generation Educational Facilities

Features
- Construction Methods and Materials: Wood, Brick, Modular, Roofing, Steel, Concrete
- Interior and Exterior Lighting
- Access Control & Visitor Management
- Flooring: Sustainability
- Cleaning & Maintenance: Tackling the Toughest Challenges
- WiFi: Covering the Campus and Beyond

Building Blueprints & Facility Focus
- Libraries
- Academic Buildings

Bonus Distribution
- GSX
2020 EDITORIAL CALENDAR

09/10
SEPT/OCT

Cover Story

Features
• Roofs: Repair or Replace?
• Furnishings for Collaborative Learning Spaces
• AV: Cabling and Wiring Solutions, Plates, Switches & Hubs
• Outside Ideas: Fencing, Pathways, Pavement, Bollards, Bike Racks, Site Furniture and Lighting
• 10 Tips for Preparing the Campus for Flu Season
• Safe & Healthy Schools: Thermal Comfort, Ergonomics, Acoustics, Daylighting, VOC, Water Quality, Sanitizing

Building Blueprints & Facility Focus
• Auditoriums & Performing Arts Centers
• Sports & Athletics

Bonus Distribution
• EDspaces

11/12
NOV/DEC

Cover Story
• Restoring, Retrofitting & Adaptive Reuse of Educational Facilities

Features
• Disaster Response: Emergency Communication, Evacuation, Notification and Alerts
• Game Lab: Creating Spaces That Support Game-Based Learning
• Flooring for Theaters, Auditoriums and Performing Arts Centers
• Mechanical Systems: HVAC, Plumbing, Electrical
• Intelligent Buildings, IoT, Analytics, Integration, Automation: HVAC, Lighting, Energy Management

Building Blueprints & Facility Focus
• Student Centers
• Libraries

Topics Covered Throughout the Year

Columns
• Security
• Life Safety
• Green Schools
• Energy & Efficiency
• Benefits
• Maintenance & Operation
• Business Practices
• STEM & STEAM Education
• Audiovisual Technologies
• Networking & Wireless
• Staff Recruitment & Retention
• Student Recruitment & Retention
• Cleaning & Maintenance

Special Sections
• Case Histories
• Product Showcase

11.15.19
**Spaces4Learning Increases Your Reach**
Increase your reach, lead generation and the effectiveness of your marketing campaign by advertising in our eNewsletters—delivering breaking news, valuable research, best practices, product information and more—directly to the desks of potential customers.

**Spaces4Learning K-12 and Higher Ed Updates**
K-12 Average Deliverable: 16,000*  
Higher Ed Average Deliverable: 17,000*

**Spaces4Learning K-12 and Higher Ed Facilities & Design**
K-12 Average Deliverable: 15,000*  
Higher Ed Average Deliverable: 17,500*

**Q&A with the Editors**
Give your company’s thought leader a platform in this eNewsletter. The editors of S4L will interview your company president, VP, visionary, or R&D specialist. Q&As are 3 questions, 300 words total. You choose the month and receive leads from everyone who clicks on the Q&A.

**Spaces4Esports eNewsletter**
This new eNewsletter focuses on one of the most exciting developments in education—competitive esports. Spaces4Esports covers every aspect of the market, from the education technology side to AV to facilities and design in both K-12 and higher education. Spaces4Esports reaches 80,000* decision-makers.

**Spaces4Makers eNewsletter**
This new eNewsletter targets the coveted STEAM and STEM education market with a focus on spaces designed for hands-on learning and exploration, including makerspaces, Fab Labs, tinker spaces, upcycling spaces, game labs and more! Spaces4Makers reaches 69,000* decision-makers in K-12 and higher education.

**Spaces4Esports**
- Leaderboard (728x90) $2,500
- Embedded ad (300x250) $2,500
- Skyscraper (160x600) $2,000
- All unit pkg $4,500

**Spaces4Makers**
- Leaderboard (728x90) $2,500
- Embedded ad (300x250) $2,500
- Skyscraper (160x600) $2,000
- All unit pkg $4,500

Spaces are limited and will be assigned on a first-come, first-served basis upon receipt of a signed insertion order. Cancellation cutoff is 4 weeks prior to broadcast date. All rates are net.

*Media Owner’s Own Data
Website Opportunities
Spaces4Learning website provides the information and tools that decision-makers at schools, colleges, and universities need in order to create effective learning environments. Our valuable content includes research reports, industry news, case histories, timely features, construction briefs, and more.

Remarketing
Extend your market reach by letting us identify, follow and serve targeted ads on brand-safe sites across the web to your best prospects.

What You’ll Get:
- (728x90) banner ad
- (300x250) banner ad
- (320x50) mobile ad
- Includes click report.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

Placement
Banners are run-of-site. Targeted ads are subject to availability. All creative is due 14 days prior to launch.

Ad Units
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<tr>
<th>Unit</th>
<th>Dimensions</th>
<th>Sponsors</th>
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<tr>
<td>Medium Rectangle</td>
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<tr>
<td>Top Expandable Banner</td>
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<tr>
<td>Wallpaper</td>
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</tr>
<tr>
<td>Dog Ear</td>
<td>Exclusive</td>
<td></td>
</tr>
<tr>
<td>Video on Homepage</td>
<td>(650) pixel width</td>
<td></td>
</tr>
<tr>
<td>In-Article Embedded Banner</td>
<td>(640x480)</td>
<td></td>
</tr>
</tbody>
</table>

* Advertisers have the option to provide us a 300x50 (max file size 25K) ad to serve on smaller mobile devices.
Launching a new product or have a special event to promote? Consider a special edition newsletter. We do the work, you collect the leads.

Features

- Newsletter topics to choose from will align with your product or service.
- Business and Purchasing
- Construction Methods and Materials
- Furniture and Equipment
- Healthy Schools
- Planning and Design
- Maintenance and Operations
- Safety and Security
- Sustainability
- Technology

- Sponsor provides content that will link to your own research and reports, white papers, case histories, estimators or tools that are hosted on your website. Additional content can be developed by Spaces4Learning.

- Advertisers can provide:
  - Leaderboard (728x90) – 1 position
  - Embedded ad (300x250) – 1 position
  - Skyscraper (160x600) – 1 position
  - Resources - 5 positions – Max. 40-character headline, Max. 40-word description, a (100x100) graphic image, URL that links to the resource on your website. Resources can include content such as: articles, whitepapers, case histories, research, reports, products/services, etc.

- All leads will be delivered to advertiser including click-thru on ads and your resources content.

- Newsletter will be created by 1105 Media and must use the S4L eNews template design.

- Newsletter will be sent from S4L to our targeted list of 15,000+* eNewsletter subscribers under the S4L banner. Opt-out will be for S4L newsletter subscribers. List rental agreement and your suppression lists are not required since this is considered a S4L Special Edition Newsletter.

- All materials are due a minimum of 14 days prior to broadcast.

*Media Owner’s Own Data
You have a great product or service.

You have the knowledge and expertise in your niche.

What you need now is to position your company as a thought leader in the field through best-in-class content.

In the knowledge-age we live in, specifiers and buyers like to research before they buy. Our native advertising program provides your company the opportunity to inform and inspire; to share innovative ideas and successful solutions; to give consumers a reason to buy your product or service.

Become known as a thought leader in the industry. Being published by Spaces4Learning will go a long way toward establishing your brand and giving customers the impression that your company is the best in its industry. Increase your visibility, increase exposure to your ideas... and generate sales leads.

Your Article/Release will be

- Included on our website (spaces4learning.com)
- Tagged by topic and included in Related Articles
- Featured in an Update eNewsletter with a hyperlink directly to the article
- Featured in a Facility+Design eNewsletter with a hyperlink directly to the article
- Lead Generation. You will receive customer contact information when your article is accessed in our eNewsletters.

Material and Specifications

- Article/Release: 400-600 words and up to 2 four-color images
- A 40-word summary that can be used for promotions
- All pages will be prepared by the S4L production department and must conform to our design requirements. Copy that does not conform to our editorial style may be edited.
- Allow a minimum of 21 days from receipt of all materials for production, proofing, and posting.
CUSTOM EMAIL BLASTS

Build stronger customer relationships with a custom eBlast campaign. Deliver relevant information to a targeted audience interested in information on your products and services — and generate leads. Package includes set-up, one test and eMail distribution of your individual HTML campaign to Spaces4Learning list.

Material and Specifications
Advertiser provides:
- HTML file designed for viewing by various eMail clients.
- To comply with CAN-SPAM, HTML must include:
  - advertiser’s physical address
  - opt-out link
- Images must be hosted by client
- From line: [company name]
- Subject line
- eMail address for proofing contact(s)
- eMail addresses for seed list
- Signed List Rental Agreement
- Current suppression list or signed Suppression List Acknowledgement
- Dates cannot be guaranteed for broadcast until all materials and signed forms are received. Please allow a minimum of 2 weeks before requested date so that materials can be processed, lists can be pulled, proofs can be sent and approved.
- Creative will be reviewed and if problems are found, details will be sent to you for you to resolve. Corrections can be made and new HTML supplied. One additional test will be run that includes your changes.
- Final proof will be sent to you 24-48 hours prior to broadcast.

Can-Spam Requirements
The CAN-SPAM Act of 2003 requires that a “Sender” of an eMail message:
- Provide an opt-out mechanism by which recipients can request to stop receiving such messages (15 U.S.C §7704 (a) (5)).
- Refrain from sending messages to such recipients once the opt-out request has been received (15 U.S.C §7704 (a) (4)).
- Additionally, the Act defines a “Sender” as: “A person who initiates such a message and whose product, service, or Internet website is advertised or promoted by the message.” (15 U.S.C. §7702 (16) (A)).

In an effort to comply with the law, it is 1105 Media policy to treat both 1105 Media, Inc. and the featured advertising/sponsorship partner as “Senders”.
- Include opt-out links for both 1105 Media and the featured advertising/sponsorship partner.
- Suppress eMail addresses from both the 1105 Media opt-out request file and the advertising/sponsorship partner opt-out request file.
WHITE PAPERS, CASE HISTORIES, AND EBOOKS

Generate sales leads, educate customers, make a business case and establish your company as a market leader. White papers, case histories, and eBooks are an effective way for you to share your knowledge, providing our subscribers—your customers—unbiased information, relevant research or analysis of a particular issue, problem or policy. Case histories/customer success stories provide an in-depth look at the use of your product or service by a specific school or college.

What we Provide

• A special landing page on our website spaces4learning.com with executive summary.
• Form to collect customer contact information when your content or case history is downloaded.
• Promotion of your content or case history.

Your Content will be

• Featured on our website for a minimum of 3 months
• Promoted on our website
• Featured in an eNewsletter with a hyperlink directly to your landing page
• Promoted through an eBlast to our subscribers

Materials and Specifications

Advertiser provides:

• PDF of your white paper/case history/eBook
• Title
• Short summary (50 words or less)
• Executive summary (approximately 150 words) that can be used in the development of your landing page on our website and for various promotional materials.

Content for white papers and eBooks should be specific to your area of expertise. It may include: coverage of the latest developments in the industry (e.g., new government standards pertaining to your product area), current research findings, effective/appropriate solutions to a problem, other information of interest to our subscribers—your customers. Content for case histories should highlight an institution; outline their goals, the challenges they faced in their decision making process; discuss how they implemented your product and its impact on their institution.

Timeline

Allow a minimum of 21 days from receipt of all completed materials for posting, the development of a webpage and promotional materials—and to secure a date for broadcast.

How it works

• Agreement signed
• Receipt of all materials including PDF of content, short summary, executive summary
• Webpage, contact forms and promotional materials will be developed by S4L. Allow two weeks for production of promotional materials.
• White paper/case history/eBook promoted online, in an eBlast, in an eNewsletter, and in magazine
WEBINARS

Your Powerful Tool for Generating Quality Sales Leads
Budget constraints and increasingly hectic work schedules can often prohibit today's education facilities decision makers from physically attending seminars, conferences and expositions. Instead, it is important that education product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships, and more.

That's why Spaces4Learning offers a turnkey webinar solution that allows your audience of education facilities marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

Vendor Webinars
The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of education facilities buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars
In addition to single-sponsored customer-supplied webinars, Spaces4Learning offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

Sponsorship of Vendor & Editorial Webinars includes:
- Registration development and collection
- Comprehensive event promotion on our websites and eNewsletters
- Reminder eMails prior to webinar
- 30-day webinar registration link on spaces4learning.com home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Contact details for all webinar registrants
- Three-month online archiving for on-demand use

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact us.
PODCASTS

The Education Market Wants Podcasts

We have reached out to our K-12 and higher education audience, and 88-90% of respondents said they would listen to a Spaces4Learning podcast. 77-87% of respondents already regularly listen to podcasts.

Each podcast creates a marketing experience for your company and gives you access to a $1.246 trillion education market. Each podcast will feature a 20-30 minute conversation with David Nagel, editorial director, and a representative from your company. Topics can be K-12 construction, campus housing amenities, educational interiors, intelligent buildings, maintenance and operations or what’s on your CEOs mind. Also included in your podcast is a brief company marketing message.

Your podcast will be featured in a Spaces4Learning news article, marketed to our K-12 and higher ed databases, promoted on our website and our weekly eLetters, featured on social media and iTunes/Apple, Google play/podcast, Stitcher, and Castbox.

**Vendor Podcast**

- **Series of 3 podcasts**
  - $4,000 (ea)
- **Podcast Copy Read**
  - $500 per vendor (three max)

**Viewpoint**

Enhance your podcast sponsorship with Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. Your Viewpoint will be promoted in dedicated eMails to our list, with a link to provide contact information to download the document. The Viewpoint also includes remarketing. The Viewpoint allows your podcast to reach beyond the audience of podcast listeners.

**Sponsor Copy Read**

Up to 80 words of copy read during the podcast.

Where Your Podcast Will Be Streamed

- Stitcher
- Google Play
- Castbox
- iTunes/Apple
- Amazon

Looking Beyond the VR Headset

While two-year and small four-year colleges haven’t gravitated to VR or AR as quickly as the big universities, immersive technology is still making inroads for focused learning and workforce preparation. Here’s what you need to know to be prepared.

There are plenty of case studies and press coverage about the use of augmented reality (AR) or virtual reality (VR) for learning, but it can be hard to know where to begin. And as these two Dell EMC experts point out, AR and VR are about more than just picking the right headset.

Ken Glance is a Worldwide Industry Strategist for Education, Energy, Healthcare, Financial, and supports global go-to-market strategy for VMware. Jennifer Sigmund is a Senior Higher Education Strategist with over 10 years of experience working with higher education on collaboration and learning technologies.

When developing an approach for introducing the use of augmented reality (AR) or virtual reality (VR) for learning, it can be hard to know where to begin. And as these two Dell EMC experts point out, AR and VR are about more than just picking the right headset.

Jennifer Sigmund: We’re starting to see interest in all segments of higher education. It really is a function of the size of the school, it’s about the types of programs and types of learning initiatives that the schools are undertaking. For community colleges, we’re seeing a big interest in immersive learning specifically around technical education, especially in areas like engineering, manufacturing, and environmental sciences. We are also looking into the teaching of the sciences, especially for chemistry, biology and physics. There are a number of different applications developed that will help students with that type of immersive learning environment. For instance, if you think about a person who’s doing training around HVAC, in the past they might have read an instruction manual of how to go and do different things, but with immersive technology, they can see something like AutoCAD, and then the instructor, live in real-time, can walk them through the steps.

Jan Sterling: I think what we’re seeing is that the two-year and small four-year colleges haven’t gravitated to AR or VR as quickly as the big universities, but we’re starting to see a lot of interest. There are a number of different applications developed that will help students with that type of immersive learning environment. For instance, if you think about a person who’s doing training around HVAC, in the past they might have read an instruction manual of how to go and do different things, but with immersive technology, they can see something like AutoCAD, and then the instructor, live in real-time, can walk them through the steps.

There are also still challenges, for example, if a professor is just doing PowerPoint and reading the front of the classroom, and talking, students may tune out 5 to 10 percent of the content. But when you add students into an immersive experience, they’re more engaged. As students become more interested in technology, they’re seeing it up as 27 percent. This is because the student is asking, “what’s next?”
## DIGITAL RATES

### Expanded Opportunities

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>K-12 or Higher Ed market only</th>
<th>K-12 &amp; Higher Ed markets combined</th>
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<td></td>
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<td>Video Package</td>
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<td>Series of three Podcasts (each)</td>
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<td>(320x50) mobile ad - Includes click report</td>
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### Website — Homepage and Run-of-Site

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<td>Large Rectangle</td>
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### Facilities + Design and Update eNewsletters

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<td>Leaderboard</td>
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</tr>
<tr>
<td>Skyscraper</td>
<td>(160x600)</td>
<td></td>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>Q&amp;A with the Editors</td>
<td></td>
<td></td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>Sponsored Link</td>
<td></td>
<td></td>
<td></td>
<td>$850</td>
</tr>
<tr>
<td>Featured Video</td>
<td></td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Spaces4Esports and Spaces4Makers eNewsletters

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>(728x90)</td>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td>Embedded ad</td>
<td>(300x250)</td>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>(160x600)</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>All unit pkg</td>
<td></td>
<td></td>
<td>$4,500</td>
</tr>
</tbody>
</table>

All rates quoted are net. Space is limited and assigned on a first-come, first-served basis upon receipt of a signed insertion order. Cancellation cutoff is four weeks prior to broadcast date.
A once-a-year advertising/advertorial opportunity. Your ad plus a hard-hitting, informative advertorial—a combination that is used to attract interest, promote readership of your ad and generate sales leads.

Buy a ½- or full-page ad in the Jan/Feb issue and get Partner Profile of the same size FREE.

Specs:

- **1/2-page advertisers**: 225 words and a four-color image
- **Full-page advertisers**: 600 words and a four-color image
- **Layout**: All advertorial pages will be prepared by the Spaces4Learning production department and must conform to our design requirements.
- **Copy**: Copy that does not conform to our editorial style may be edited.
- **Photography**: All advertisers must provide one four-color image to be included with your advertorial copy. Minimum 300 dpi.
IMPACT ON LEARNING

July/August Issue of Spaces4Learning Magazine
A once-a-year advertising/advertorial opportunity. Your ad plus a hard-hitting, informative advertorial—a combination that is used to attract interest, promote readership of your ad and generate sales leads.

Everyone supports higher standards for education, yet many still ask... do the facilities in which our students learn really matter? The answer to that question is YES! Classrooms that are inflexible and outdated, science labs from the 1950s, antiquated technology, roofs that leak, or HVAC systems that are inadequate all affect a teacher's ability to teach and a student's ability to learn.

While we may agree that facilities DO impact learning, most institutions can't afford to replace an entire school in order to bring it up-to-date. With this in mind, the Impact on Learning program was developed, not to focus on whole building design, but to focus on specific solutions that impact the learning environment such as: furniture designed to allow flexibility in the classroom and accommodate various teaching and learning styles; systems and equipment designed to save energy and protect the environment, while allowing money saved to be reinvested in education; products, materials and equipment that contribute to improved air quality, creating a healthier environment and reducing absenteeism; designs that improve student safety and security; technologies that facilitate teaching and engage today's students.

Gain Recognition for Your Company and Your Work by Becoming a Sponsor
Participants will be recognized in the July/August issue of S4L magazine and in the Impact on Learning Spotlight eNewsletter in August. Participation in this special program will provide you the perfect opportunity to showcase how your product/service impacts the learning environment.

What Comes with the Program?
Magazine — Exposure in the July/August issue of S4L includes a 2-page spread in the magazine—a full page ad on the left and your project profile page on the right. Project profile pages will feature an institution using your product/service and include photos, general information about the institution, the need/challenge presented you, your solution and how it enhanced the learning environments. Each project page will also include an Editor's Comment highlighting related research on the learning environment.

Spotlight eNewsletter — This special eNewsletter will go out in August to our eNews subscribers. Each Impact on Learning participant will receive a (150x150) product spot plus 40-60 words of text. Also available for an additional fee: exclusive (728x90) top banner on the eNewsletter.
Education Design Showcase
Excellent designs don’t just happen; they are based on research, best practices, and a thorough planning process. Spaces4Learning Education Design Showcase Awards Program recognizes innovative learning environment design, the best new products and ideas, and the firms who have made these ideas a reality. Already an invaluable resource for administrators, the Design Showcase, will include a directory of architects, planners, consultants, and engineers representing the leaders in the field.

New Product Award
Increasingly, our subscribers are asking their colleagues or turning to trusted sources for honest information about companies, their products and services. Participation in the New Product Awards is one way that you can provide them the information they are looking for. The New Product Award program honors the outstanding product development achievements of manufacturers and suppliers whose products or services are considered particularly noteworthy in helping to improve the learning environment.

Every entry will receive great publicity in our magazine and on the web. Winners in each category will be:
- recognized by S4L and included in the special winners section of the magazine;
- included on the Award Winners’ page of spaces4learning.com;
- included in promotions and in the official New Product Award press release;
- included in the new products editorial newsletter;
- presented with an award suitable for display and
- granted use of the S4L New Product Award logo on all promotional materials related to the winning product.

For more information on these programs or to enter, contact:
Susan May, smay@1105media.com
PRINT AD SPECS

Magazine Trim Size: 7 7/8 X 10 7/8 (all sizes are in inches)

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 3/8 x 10 3/8</td>
<td>7 7/8 x 10 7/8</td>
<td>8 1/8 x 11 1/8</td>
</tr>
<tr>
<td>Spread</td>
<td>15 1/4 x 10 3/8</td>
<td>15 3/4 x 10 7/8</td>
<td>16 x 11 1/8</td>
</tr>
<tr>
<td>1/2 Horiz. Spread</td>
<td>15 1/4 x 15 1/16</td>
<td>15 3/4 x 5 9/16</td>
<td>16 x 5 11/16</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>n/a</td>
<td>4 9/16 x 10</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>n/a</td>
<td>4 9/16 x 7 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>n/a</td>
<td>7 4 7/8</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>n/a</td>
<td>3 7/16 x 10</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>n/a</td>
<td>2 3/16 x 10</td>
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<tr>
<td>1/3 Square</td>
<td>n/a</td>
<td>4 9/16 x 4 7/8</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>n/a</td>
<td>3 7/16 x 4 7/8</td>
<td>n/a</td>
</tr>
</tbody>
</table>

All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.

Acceptable File Formats
Hi-res PDFs are strongly encouraged. Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing native files for printable PDFs:
- Multiple pages need to be submitted as single page files
- Artwork must be CMYK, minimum 300 dpi
- Files must be flattened (no layers or transparencies)
- Set bleeds 1/8” beyond trim
- DO NOT use stylized fonts
- Embed all fonts
- Overall density of CMYK colors cannot exceed 300%
- Set trim marks with a 12-point offset so the marks don’t overlap the bleed

Submitting Digital Files
Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an eMail to the Production Coordinator.

Additional Advertising Resources
https://1105media.com/pages/ad-specs

Preparing Native Files for Printable Illustrator EPS
- Artwork must be CMYK, minimum 300 dpi
- Files must be flattened (no layers)
- Set bleeds 1/8” beyond trim
- Fonts must be embedded or converted to outlines
- Overall density of CMYK colors cannot exceed 300%
- Set trim marks so they don’t overlap the bleed

Uploading to FTP
It’s important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or eMail to the Production Coordinator.

- **Host:** ftp://ads.1105media.com
- **User ID:** 1105user
- **Password:** 1105pass

Directory: /1105external/production/[magazine title]

Tip: You’ll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions:
1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs
If a proof is provided, it must be a SWOP proof created from the supplied digital file. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction.

Send Proof to:
Production Coordinator
[magazine title], [issue date]
1105 Media, Inc.
6300 Canoga Avenue, Suite 1150
Woodland Hills, CA 91367

11.15.19
WEBSITE AND ENEWSLETTERS BANNER AD SPECS

Acceptable File Formats
- GIF/JPG/PNG files (includes animated GIF files)
- HTML5
- We accept HTML5 banners served via third-party tags or hosted by the advertiser/agency. When hosted by the agency, an index file (HTML) should be sent with all urls as https://.
- 1105 Media sites are https://so all references in the index files as well as the tags themselves must be https://.
- A standard GIF or JPG ad must be submitted with any rich media ad (for when a user does not accept to display rich media ads).

Third-Party Ad Serving
- We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad.
- When submitting third-party tags, please send Javascript/Standard or Standard tags only. If using DFA, please send internal redirect tags.

Special Banner Specifications
- Initial Load — the file size should be maximum 80k
- Special Frame Requirements — none, as long as they follow our specs (including file size)
- Max Animation Time — 10-15 seconds
- Max Number of Loops — 3-5 times (or more, if it fits into the max 80k file size)

Leaderboard (728x90)
- GIF or JPG files
- No animation
- 30K maximum file size
- Click-thru URL
- No third-party serving

Skyscraper (160x600)
- GIF or JPG files
- No animation
- 30K maximum file size
- Click-thru URL
- No third-party serving

Embedded Ad (300X250)
- GIF or JPG files
- No animation
- 30K maximum file size
- Click-thru URL
- No third-party serving

Sponsored Links
- Max. 40-character headline
- Max. 40-word product description
- (100x100) graphic image or logo

Materials Due
- All eNewsletter materials are due 14 days prior to issue date.
- Send all eNewsletter materials to your Integrated Media Consultant.

Feature Video

1105 Media Ad Serving Platform is DoubleClick DFP
CONTACTS

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Group Marketing Director
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Ask about our other Education Group Brands

spaces4learning.com