Offering a Complete Portfolio of Integrated Media Solutions

- Website
- E-newsletters
- Magazine
- Webinars and Training
- Lead-generation Programs
- Custom Publishing
- Custom Digital Programs
- Research
- Branding and Thought Leadership

spaces4learning.com
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 13,082
Presidents and Chairpersons – Boards of Education 6,348

The Purchasing Level
Business and Purchasing 9,606

The Specifier Level
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, 9,879
Energy Managers, Safety and Security
Housing/Residential Life, College Unions/Student Activity Centers,
Food Service, Auxiliary/Campus Card Services 1,024
Technology/MIS 8,407
Others allied to the field 4,646
Federal and State Department of Education, State Higher Education Agencies 697
Architects, Engineers, Construction Managers, Design Builders,
General Contractors, Interior Designers, Integrators and Consultants 6,869

Total Circulation* 60,558**

* National Center for Education Statistics (NCES)  ** Media Owner’s Own Data
Website Opportunities
The 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
- 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
<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Ad Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>(728x90) - 4 sponsors</td>
<td>Leaderboard*</td>
</tr>
<tr>
<td>(300x600) - 6 sponsors</td>
<td>Half Page Skyscraper</td>
</tr>
<tr>
<td>(300x250) - 6 sponsors</td>
<td>Medium Rectangle</td>
</tr>
<tr>
<td>(970x90) (970x415)</td>
<td>Top Expandable Banner (Pushdown)*</td>
</tr>
<tr>
<td>A pair of (152x600) Scrollers</td>
<td>Wallpaper*</td>
</tr>
<tr>
<td>(650) pixel width</td>
<td>Video on Homepage</td>
</tr>
<tr>
<td>(640x480)</td>
<td>In-Article Embedded Banner*</td>
</tr>
</tbody>
</table>

* Advertisers have the option to provide us a 300x50 (max file size 25K) ad to serve on smaller mobile devices.
GENERAL E-NEWSLETTERS

Increase Your Reach
Increase your reach, lead generation and the effectiveness of your marketing campaign by advertising in our Spaces4Learning K-12 and Higher Ed Update e-newsletters—delivering breaking news, valuable research, best practices, product information and more—directly to the desks of potential customers.

K-12 and Higher Ed Update Positions:
- 728x90 Leaderboard
- Video (650 pixels width)
- 160x600 Skyscraper
- 300x250 Banner
- Sponsored Link

New this year — Life Safety e-newsletters from our Campus Security & Life Safety brand. Reach education professionals focused on campus safety. Distributed monthly.

Life Safety Positions:
- 468x60 Top Banner
- 160x600 Skyscraper
- 180x300 Banner
- 150x150 image + 40-60 words text (3 available)

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

S4L K-12 Update
Average Deliverable: 16,000*

January 5, 12, 19, 26
February 2, 9, 16, 23
March 2, 9, 16, 23, 30
April 6, 13, 20, 27
May 4, 11, 18, 25
June 1, 8, 15, 22, 29
July 6, 13, 20, 27
August 3, 10, 17, 24, 31
September 7, 14, 21, 28
October 5, 12, 19, 26
November 2, 9, 16, 30
December 7, 14

S4L Higher Ed Update
Average Deliverable: 17,000*

January 7, 14, 21, 28
February 4, 11, 18, 25
March 4, 11, 18, 25
April 1, 8, 15, 22, 29
May 6, 13, 20, 27
June 3, 10, 17, 24
July 1, 8, 15, 22, 29
August 5, 12, 19, 26
September 2, 9, 16, 23, 30
October 7, 14, 21, 28
November 4, 18
December 2, 9, 16

CSLS Life Safety
Average Deliverable: 45,000*

January 11
February 8
March 8
April 12
May 10
June 14

July 12
August 9
September 13
October 18
November 8
December 13
SPECIAL EDITION E-NEWSLETTERS

Launching a new product or have a special event to promote? Consider a special edition e-newsletter delivered on a day that our general issue is not. We do the work, you collect the leads.

Features

- 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
- Sponsor provides content that will link to your own research and reports, white papers, case studies, 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.
- Advertisers must use the S4L eNews template design.
- Newsletter will be created by 1105 Media and must use the S4L eNews template design.
- Advertisement will be sent from S4L to our targeted list of 15,000+ e-newsletter subscribers under the S4L banner. Opt-out will be for S4L e-newsletter subscribers. List rental agreement and your suppression list are not required since this is considered a S4L Special Edition e-newsletter.
- All materials are due a minimum of 14 days prior to broadcast.

*Media Owner’s Own Data
### Spring

**Ad Close:** 4/8/21  
**Materials Due:** 4/12/21

#### Features
- Construction Brief
- Motivating Staff During Covid
- Sustainability
- HVAC in the Context of Covid
- Budgeting During a Time of Uncertainty
- Cleaning & Maintenance
- Residential Housing
- Parking
- Transportation
- Mailroom Operations and Smart Lockers
- Outdoor Spaces
- AV/Technology: Hybrid Learning Environments
- Campus Safety: Surveillance
- Food Service
- Evidence-based Design

### Fall

**Ad Close:** 9/6/21  
**Materials Due:** 9/10/21

#### Features
- Walls, Ceilings & Floors
- Cleaning and Maintenance
- Building Access Control
- Energy Savings/Green Buildings
- Disaster Response
- 2021 Education Design Showcase
- 2021 New Product Awards
- Theaters/Performing Arts
- Broadband Infrastructure
- Interior and Exterior Lighting
- Building Envelope
- Design that Supports SEL
Put your sponsored content in front of thousands of education facilities professionals.

Draw more attention to your brand by running sponsored content embedded in must-read spaces4learning.com articles and on the home page.

Education facility professionals rely on spaces4learning.com to keep up with important industry news and trends. Your sponsored content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in e-newsletters sent during the time period of the native campaign.

A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours.

Contact us for rates.

Increase your impact.
Ask about adding additional banner ads on our site or in our e-newsletters for even more impact.

Material and Specifications
- 1,000 - 2,000-word article
- Article image 640px wide
- 728x90 banner with link
- 300x250 banner with link

Materials are due 5 business days or one week before live date.
CUSTOM EMAIL BLASTS

Build stronger customer relationships with a custom email blast 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 STUDIES, AND EBOOKS

Generate sales leads, educate customers, make a business case and establish your company as a market leader. White papers, case studies, 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 studies/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 study is downloaded.
- Promotion of your content or case study.

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 study/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 studies 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 10 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 study/eBook promoted online, in an eBlast, and in an eNewsletter
**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 to 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.

**Planned 2021 Editorial Webinars**

- February - Campus Security
- May - Outdoor Learning Spaces
- September - Cleaning & Maintenance
- November - Interiors

**Sponsorship of Vendor & Editorial Webinars includes:**

- Registration development and collection
- Comprehensive event promotion on our websites and eNewsletters
- Reminder emails prior to webinar
- Webinar registration on spaces4learning.com
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional Q&A during the presentation
- Leads (contact details for all webinar registrants)
- Three-month online archiving for on-demand access

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact us.
Show your newest products to an engaged audience of K-12 and higher education facilities professionals
Can't travel to demonstrate your products face-to-face? Show them to our audience of K-12 and higher education facilities professionals in a video. Select a 15-minute segment (including video and Q&A) or a 5-minute video-only segment. Show as many of your products or services as you wish in your allotted timeframe. You provide the video. We host the DemoCast webinar and provide you with the leads!

Space is limited. Reserve your spot for the next DemoCast today!

Materials needed:
· Company name — how you wish to be listed as the sponsor
· Logo
· 50-word company product description (including URL to your website)
· Video for 10- or 5-minute timeframe (.mp4 file type required. Recommended data rate 2mbps or lower.)

Planned 2021 DemoCasts
January September
March November
August

Sponsorship includes:
· Registration development and collection
· Comprehensive event promotion on our websites and e-newsletters
· Reminder emails prior to DemoCast
· DemoCast registration link on spaces4learning.com
· Audio delivery and presentation coordination
· Optional Q&A during the presentation with 15-minute purchase
· Leads (contact details for all DemoCast registrants)
· Six-month online archiving for on-demand access
Podcasts Offer Insider Views
The Schools in Focus podcast creates a marketing experience for your company and gives you access to a $1.246 trillion education market. Each podcast features a 20- to 30-minute conversation with one of our editors and a representative from your company. Topics can be K-12 construction, campus housing amenities, educational interiors, intelligent buildings, maintenance and operations, security or what’s on your CEO’s 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 e-newsletters and featured on social media and Apple Podcasts, Google Podcasts, Stitcher, and Spotify.

Vendor Podcast Sponsorship
- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

Topical Podcast Sponsorship Limited to 2 sponsors
- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read in middle of podcast

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.
AWARD PROGRAMS

**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 Program**
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 e-newsletter
- presented with an award suitable for display
- 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>Layout</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 x 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>
<td>n/a</td>
</tr>
<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

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
[followed by magazine title], [issue date]
1105 Media, Inc.
6300 Canoga Avenue, Suite 1150
Woodland Hills, CA 91367

Submit 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
WEBSITE AND E-NEWSLETTERS BANNER AD SPECS

WEBSITE BANNER SPECS

Acceptable File Formats
- GIF/JPG.PNG files (animated GIF files acceptable for website placements only)
- 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, Google Ad Manager. 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 DCM, please include 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)

E-NEWSLETTER BANNER SPECS

Leaderboard (728x90)
Skyscraper (152x600)
Half Skyscraper (300x600)
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

E-newsletter Featured Video

Advertiser provides the following for video promotion in e-newsletter:
1. Video title/headline (max 45 characters)
2. Text description (max 50 words)
3. URL to video (advertiser hosted)
4. 300 pixels wide image from the video (max file size 30KB)
   - 1105 adds the video play icon on top of the image.

MATERIALS DUE
- All e-newsletter materials are due 14 days prior to issue date. Website banners are due 7 days prior to start date.
- Send all materials to your Integrated Media Consultant.
CONTACTS

President & Group Publisher
Kevin O’Grady  kogrady@1105media.com

Group Sales Manager
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Editorial Director
David Nagel  dnagel@1105media.com

Senior Editor
Matt Jones  mjones@1105media.com

Group Marketing Director
Susan May  smay@1105media.com

Ask about our other Education Group Brands
Campus Security & Life Safety  THE JOURNAL  CAMPUS TECHNOLOGY

spaces4learning.com