

Guide to Value-Added Marketing Opportunities

Education Bond Alert: Exclusive lead report with detailed contact information at school districts, colleges and universities that have recently passed bond issues.

Ad Research: Ad studies conducted by third-party firm, Paramount Research, that will help determine your ad's effectiveness and provide invaluable market intelligence specific to your company, products and brand perception in the marketplace.

ASUmag.com: Leading site for breaking news, trends, research, industry events and information in the education facilities and business industry.

SchoolDesigns.com: Features education architecture projects from the Architectural Portfolio and Educational Interiors Showcase competitions. Education professionals turn here for ideas when planning their own construction projects.

White Paper/Case Study: Educate the industry with your white paper on ASUmag.com. Sponsorship includes a robust promotional plan.

Podcast: Sponsor a pre-recorded podcast on ASUmag.com or we'll work together to customize a topic. Sponsorship includes a targeted, aggressive marketing campaign.

First Monday Email Product Newsletter: Delivered on first Monday of every month, provides the latest information on new products, equipment and services.

Schoolhouse Beat Email Newsletter: Weekly e-newsletter delivering the latest headlines and best insights on current industry events.

Green School & University Email Newsletter: Innovative, monthly e-newsletter focusing on green practices at America's education institutions.

E-Postcard: One-of-a-kind, custom e-postcard with flip-to-back feature allows you to display your advertising message on both sides. Sent to our opt-in list of education facilities and business professionals.

Customer Recognition Ads: Congratulate the winners of the Architectural Portfolio and Educational Interiors Showcase competitions with a Congrats ad in the August & November issues.

Special Delivery Email Blast: Customized advertorial email created exclusively for you and sent to our opt-in list of education facilities and business professionals.

Digital Edition: The digital edition is an electronic version of the magazine that delivers the look and feel of the print edition but is delivered via the Internet. The digital edition contains hotlinks to all URLs and email addresses referenced in editorial and advertisements.

Editorial Office: 9800 Metcalf Avenue, Overland Park, KS 66212

Joe Agron, Editor-in-Chief/Associate Publisher
(215) 752-2787, jagron@asumag.com

Susan Lustig, Executive Editor, (913) 967-1960, slustig@asumag.com

Mike Kennedy, Staff Writer, (913) 967-7296, mkennedy@asumag.com

Julie Hall, Associate Editor, (913) 967-1961, jhall@asumag.com

Jennifer Ray, Senior Art Director, (913) 967-1793, jray@asumag.com

Ad Production, Jessica Andreas

(913) 967-1845, Fax: (913) 514-7087, Jessica.Andreas@penton.com
Visit www.pentonads.com for the Digital Ad Resource Center.

Buyers' Guide Enhancement Package

In the Buyers' Guide:

- Free 1/4-Page, 4/C Industry Showcase Ad
- Free 1/9-Page ad in WebWatch section
- Free Highlighted Listings
- Free Unlimited Product Category Listings

In a Future Issue:

- Free 1/4-Page 4/C Marketplace ad
- Publisher Letter:** Special mailing with issue and letter from publisher commending your company for its industry leadership and directing them to your ad page.
- Marketplace Ad:** Special section in each issue; Send copy and artwork and we'll design your ad.

Guide to Special Supplements/Special Reports

SCHOOL SECURITY:

Strategies to improve the safety of students, staff and facilities.

GREEN SCHOOLS & UNIVERSITIES:

Understanding and capitalizing on key aspects and innovative concepts of green principles in education institutions.

MAINTENANCE & OPERATIONS REPORT FOR SCHOOLS AND COLLEGES: Industry-leading cost study providing education administrators with benchmark data to chart M&O spending, salaries, energy costs, equipment and supplies expenditures, and more.

EDUCATION CONSTRUCTION REPORT:

Official survey tracking education construction spending in 2009, projected spending through 2010, as well as a variety of data on per-square-foot and per-student spending on new construction projects.

RESIDENCE HALL CONSTRUCTION REPORT:

In-depth data on total cost, per-student and per-square-foot expenditures, and amenities included in newly constructed residence halls.

GREEN CLEANING AWARD FOR SCHOOLS & UNIVERSITIES:

Green Cleaning Award recognizes and honors education institutions and their partners that embrace green principles and practices in their maintenance operations. Award winners and their innovative programs will be profiled in this special section.

Sales

Gregg Herring, Publisher, (770) 618-0333, Gregg.Herring@penton.com

Bill Perry, National Sales Manager, (770) 618-0453, bperry@asumag.com

JoAnne Romanek, Eastern Sales Manager,
(913) 981-6132, jromanek@asumag.com

John Pellettieri, Western Sales Manager, (818) 368-5620, jbp7@earthlink.net

Tom Nilsen, Midwest Sales Manager, (847) 634-0850, tnilsen@asumag.com

Gary Kazmier, Classified Sales,
(800) 443-4969 ext. 4, Gary.Kazmier@penton.com

When the nation's school and university administrators need insight into the ever-growing and evolving facilities and business industry, they turn to *American School & University*—which for more than 80 years has been the information source for education professionals responsible for the planning, design, construction, retrofit, operations, maintenance, security and management of the nation's schools and universities. With an award-winning lineup that includes ground-breaking cover stories, how-to features, industry-exclusive reports and research, and in-depth special supplements and sections on vital topics, *AS&U* is a "must read" for its more than 70,000* loyal readers. Along with *Schoolhouse Beat* (*AS&U*'s weekly e-newsletter on education facilities and business), *Green School & University* (*AS&U*'s monthly e-newsletter on everything green), *ASUmag.com* (the source for daily education facilities and business news, research and more), *SchoolDesigns.com* (which features detailed data on approximately 3,000 recent education construction projects and award-winning designs), *First Monday* (a monthly e-newsletter featuring the latest and most innovative products serving the market) and *Education Bond Alert* (a monthly report detailing school and university bond issues proposed and passed, as well as contact information), the *AS&U* family of products provides invaluable and unparalleled resources for the nation's education leaders—and continues to help shape and influence the rapidly growing and evolving school and university facilities and business market.



Joe Agron
JOE AGRON,
Editor in Chief/
Associate Publisher

Awards/Honors

American School & University has been honored with numerous awards for editorial and design excellence. It's the kind of referenced, respected content and presentation that makes your marketing more effective.

2006. American Society of Business Publication Editors (ASBPE), Gold Award

2005. ASBPE, Gold Award

2003. ASBPE, Gold Award

2002. Neal Award, Finalist

2002. ASBPE, Silver Award

2002. ASBPE, Gold Award

2001. ASBPE, Silver Award

1999. Neal Award, Certificate of Merit

1999. ASBPE, Silver Award

1999. ASBPE, Bronze Award

1998. ASBPE, Gold Award

1998. ASBPE, Bronze Award

1996. ASBPE, Silver Award

1996. ASBPE, Silver Award

1994. Media Award, Best Article, National Association for Year-Round Education

1991. Neographics Gold Award





AMERICAN
SCHOOL & UNIVERSITY

EDITORIAL CALENDAR 2009

MONTH CLOSING/MATERIALS	COVER STORY	FEATURES	VIEWPOINT COLUMN	INSIDE:	KNOW-HOW	CONSTRUCTION ZONE	SPECIAL SUPPLEMENT/ SPECIAL REPORT	BONUS DISTRIBUTION	VALUE-ADDED OPPORTUNITIES FOR ADVERTISERS
JANUARY DECEMBER 3	Outlook 2009. In-depth analysis of what's ahead for education facilities and business in 2009 and beyond. Including commentary on enrollment trends, energy, construction, sustainability, security, maintenance, operations and more.							AASA	Purchase a half-page ad or larger in any issue of <i>American School & University</i> and earn powerful marketing and lead-generating tools at NO CHARGE or at special rates. Please see back page of this calendar for more details about each marketing tool.
FEBRUARY JANUARY 3	Green as the New Norm.	Washrooms/Locker Rooms. Roofing. Flooring/Carpeting.	Facility Planning. Technology. Green Cleaning.	Food Service/ Nutrition.	Acoustics.	New Construction.	School Security.	AASA	
MARCH FEBRUARY 1	Sticker Shock: Understanding why School and University Construction Costs What it Does.	Furniture/Furnishings. Energy. Security/Life Safety.	Green Cleaning. Facility Planning. Technology.	Transportation.	Crisis Communication	Performing Arts/ Multipurpose Facilities.	Green Schools & Universities.	NFMT, NSBA	
Buyers' Guide and Industry Sourcebook - SPRING SPECIAL 13th ISSUE - The authoritative and most complete purchasing resource for education facilities and business administrators.								All 2009 shows	<p>Advertise in Any Issue: FREE First Monday Email Product Newsletter. FREE 1/4-Page 4-color Marketplace Ad. FREE Education Bond Alert, month of issue.</p> <p>PLUS – In Specific Issues January & December: FREE Ad Space! Buy 1 Half-Page Ad or Larger, Get 1 Free. February: Maintenance & Operations Mailing. February & May: FREE Ad Research. Paramount Ad Study. Spring Buyers' Guide: FREE Buyers' Guide Enhancement Package. August & November: Discounted Full-Page "Customer Recognition ads" for Educational Interiors Showcase Award winners (August) and Architectural Portfolio Award winners (November). September: Architects Mailing.</p> <p>Cross-Media Sponsorships (subject to availability) ASUmag.com sponsorship: Discounted/Month of issue. SchoolDesigns.com sponsorship: Discounted/Month of issue. White Paper or Case Study Posting on ASUmag.com. Discounted Sponsorship. 3-month minimum. Podcast on ASUmag.com. Discounted Sponsorship, Month of issue. Schoolhouse Beat Email Newsletter: 1X/Month of issue - 19,500 Opt-in subscriber list* Discounted Banner. Green School & University Email Newsletter: 1X/Month of issue - 19,500 Opt-in subscriber list* Discounted Banner. E-Postcard: 1X/Month of issue - 19,500 Opt-in subscriber list* Discounted Sponsorship. Special Delivery Email Blast: 1X/Month of issue - 19,500 Opt-in subscriber list* Discounted Sponsorship. Digital Edition: Discounted/Month of issue.</p> <p><small>*Publisher's Own Data</small></p>
APRIL MARCH 3	Rebounding From Tragedy.	Indoor Air Quality. Window Systems/ Daylighting. Door/Entry Systems.	Technology. Green Cleaning. Facility Planning.	Environmentalism.	Lighting.	Science/Research Facilities.	38th annual Maintenance & Operations Cost Study for Schools and Colleges.	NSPMA, Tech Ed	
MAY APRIL 1	Sustainability: Built to Last?	Communications/ Office Systems. Energy. Transportation.	Technology. Facility Planning. Green Cleaning.	Funding.	Security/Life Safety.	Adaptive Reuse.	35th annual Official Education Construction Report.		
JUNE MAY 1	How to Complete Construction Projects Once the Money Runs Out.	Washrooms/Locker Rooms. Maintenance. Furniture/Furnishings.	Green Cleaning. Facility Planning. Technology.	Energy	Roofing.	Green/Sustainable Design.	20th annual Residence Hall Construction Report.	ACUHO, APPA	
JULY JUNE 2	Facilities Upgrade and Retrofit Guide. Strategies to Improve Education Facilities, Save Money and Create Better Learning Environments, including: Windows/Daylighting, Construction, Security/Life Safety, Flooring/Carpeting, Energy, Washrooms/Locker Rooms, Roofing, Athletic/Recreation Facilities, and other product/service categories.							NACUBO, SCUP	
AUGUST JULY 1	Educational Interiors Showcase. The premier national design competition honoring award-winning school and university interior environments. Exclusive Focus: Facility Planning Guide. Innovative concepts for planning and designing: Classrooms, Cafeterias, Administrative Areas, Athletic/Recreation Centers, Media Centers/Libraries, Multipurpose/Commons Space, Residence Halls, Science Facilities, and other specialized environments.							CEFPI, ASIS, ASBO & All 2010 shows	
SEPTEMBER AUGUST 1	The AS&U 100: The top school districts and colleges, and the facilities they provide to inspire and challenge students.	Classroom/Administrative Technology. Transportation. Performance Contracting.	Green Cleaning. Technology. Facility Planning.	Green/Sustainability.	Maintenance.	Physical-Education Facilities.	School Security.	ASIS, CEFPI	
OCTOBER SEPTEMBER 3	How to Incorporate Life-Cycle Costing Into Facilities and Operations Decisions.	Furniture/Furnishings. Energy. Security/Life Safety.	Technology. Green Cleaning. Facility Planning.	Construction.	Washrooms/Locker Rooms.	Works in Progress.	Green Schools & Universities.	ASBO	
NOVEMBER OCTOBER 1	Architectural Portfolio: The nationally acclaimed tribute to the most outstanding education architecture and design. Exclusive Focus: Construction Guide—Strategies and concepts to ensure successful education construction projects.							All 2010 shows	
DECEMBER NOVEMBER 3	The Top 10 Issue. The biggest, best and most popular in education facilities and business. Including: • Key concepts in education design, planning, construction, operations, maintenance and management. • The Top 10 Lists. • Top 10 Products of 2009...and more.						<ul style="list-style-type: none"> • Green Cleaning Award for Schools & Universities. • 2010 Industry Calendar. 		