



Joe Agron

Joe Agron,
Editor in Chief/
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SHAPING FACILITIES AND BUSINESS DECISIONS

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 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 65,000* 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.

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Awards/Honors

In the last 19 years, *American School & University* has been honored with 19 awards for editorial and design excellence. It's the kind of referenced, respected content and presentation that makes your marketing more effective.

- 2002. Neal Award, Finalist
- 1999. Neal Award, Certificate of Merit
- 2006. American Society of Business Publication Editors (ASBPE), Gold Award
- 2005. ASBPE, Gold Award
- 2003. ASBPE, Gold Award
- 2002. ASBPE, Silver Award
- 2002. ASBPE, Gold Award
- 2001. ASBPE, Silver Award
- 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
- 1990. Neographics Silver Award
- 1990. Neographics Silver Award
- 1989. Neographics Gold Award



AMERICAN SCHOOL & UNIVERSITY and ASUMAG.COM 2008 EDITORIAL CALENDAR

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 2008. In-depth analysis of what's ahead for education facilities and business in 2008 and beyond. Including commentary on construction, energy, enrollment trends, maintenance, operations, security, sustainability and more.							AASA	<p>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 on each marketing opportunity.</p> <p>Any Issue: FREE First Monday Email Product Newsletter. FREE 1/4-Page 4/color Marketplace Ad in the same issue. FREE Education Bond Alert, month of issue.</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.</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 "Congrats Ads" for Educational Interiors Showcase Award winners (August) and Architectural Portfolio Award winners (November). September: Architects Mailing.</p> <p style="text-align: right;">*Publisher's Own Data</p>
FEBRUARY JANUARY 3	Leaders of the Green Movement at Schools & Universities	Furniture/Furnishings. Energy Management. Roofing.	Technology. Green Cleaning. Facility Planning.	Transportation	Maintenance Management	Work in Progress	School Security	AASA	
MARCH FEBRUARY 1	Technology's Impact on Education and how it is Transforming Facilities	Washrooms/Locker Rooms. Security/Life Safety. Flooring/Carpeting.	Facility Planning. Green Cleaning. Technology.	Partnerships/ Sharing Facilities	Acoustics	New Construction	Green Schools & Universities	NFMT, NSBA	
SPRING FEBRUARY 15	Buyers' Guide and Industry Sourcebook - SPRING SPECIAL 13th ISSUE. The authoritative and most complete purchasing resource for education facilities and business administrators.							All '08 shows	
APRIL MARCH 3	How to Manage Climbing Construction Costs	Communications/Office Systems. Energy/IEQ. Window Systems/ Daylighting.	Facility Planning. Technology. Green Cleaning.	Security/ Safety	Roofing	Retrofit/Upgrade	Maintenance & Operations Report for Schools and Colleges	NSPMA, Tech Ed	
MAY APRIL 1	Unusual School Sites and What Makes Them Work	Furniture/Furnishings. Security/Life Safety. Transportation.	Green Cleaning. Technology. Facility Planning.	Environmentalism	Accessibility	Green/Sustainable Design	Education Construction Report		
JUNE MAY 1	Schools and Mental-Health Issues—Business, Legal, Security and Facilities Implications	Green/Sustainable Practices. Washrooms/ Locker Rooms. Energy Management.	Technology. Green Cleaning. Facility Planning.	Capital Improvements	Playground/ Recreation Areas	Cafeterias/Food-Service Facilities	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: Athletic/Recreation Facilities, Construction, Energy, Flooring/Carpeting, Roofing, Security/Life Safety, Washrooms/Locker Rooms, Windows/Daylighting 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: Media Centers/Libraries, Classrooms, Science Facilities, Administrative Areas, Cafeterias, Athletic/Recreation Centers, Residence Halls, Multipurpose/Commons Spaces and other specialized environments.							CEFPI, ASIS, ASBO & '09 shows: AASA, NSBA, NFMT, NSPMA, ACUHO, APPA, NACUBO, SCUP	
SEPTEMBER AUGUST 1	The AS&U 100: The top school districts and colleges, and the facilities they provide to inspire and challenge students.	Energy Alternatives. Furniture/Furnishings. Door/Entry Systems.	Technology. Facility Planning. Green Cleaning.	Online Procurement	Washrooms/ Locker Rooms	Green/Sustainable Design	School Security	ASIS, CEFPI	
OCTOBER SEPTEMBER 3	Election '08— Where the Candidates Stand on Education, Facilities and Funding.	Maintenance Management. Security/Life Safety. Window Systems/Daylighting.	Facility Planning. Green Cleaning. Technology.	Accessibility	Energy/IAQ	New Construction	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.							AASA, NSBA, NFMT, NSPMA, ACUHO, APPA, NACUBO, SCUP, CEFPI, ASIS, ASBO (all '09 shows)	
DECEMBER NOVEMBER 3	The Top 10 Issue. The biggest, best and most popular in education facilities and business. Including: • What's hot in education design, planning, construction, operations, maintenance and management. • The Top 10 Lists. • Top 10 Products of 2008...and more.						*Green Cleaning Award for Schools & Universities. *2009 Industry Calendar.		

ALL PRINT ARTICLES WILL ALSO APPEAR ONLINE AT ASUMAG.COM

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 or Case Study Posting: 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.

"Congrats 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.

Buyers' Guide Enhancement Package

In the Buyers' Guide:

- Free ¼-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 ¼-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 2008, 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.

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