



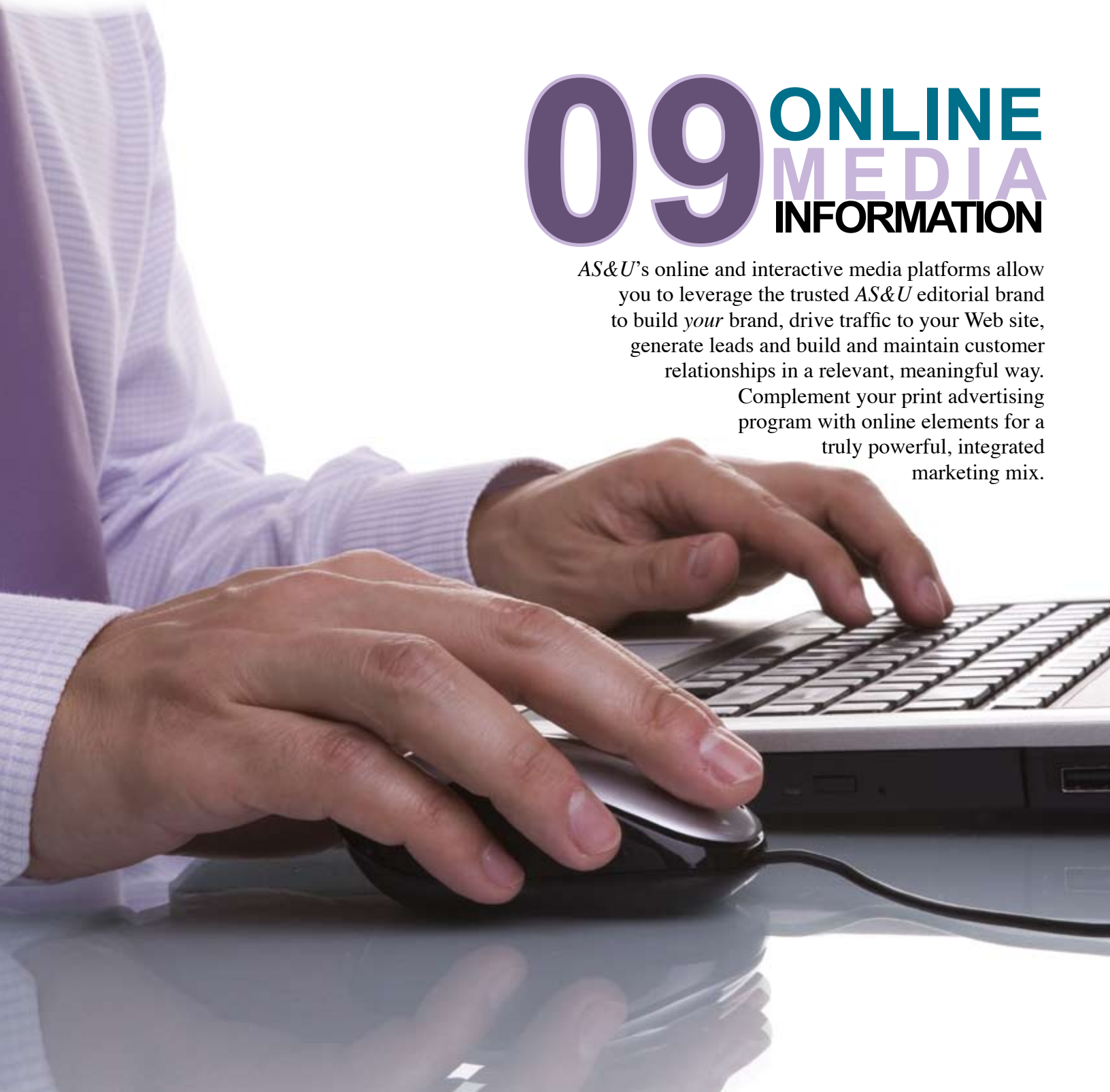
AMERICAN

SCHOOL & UNIVERSITY[®]

09 ONLINE MEDIA INFORMATION

AS&U's online and interactive media platforms allow you to leverage the trusted *AS&U* editorial brand to build *your* brand, drive traffic to your Web site, generate leads and build and maintain customer relationships in a relevant, meaningful way.

Complement your print advertising program with online elements for a truly powerful, integrated marketing mix.



Website Sponsorships

ASUmag.com. The leading source for daily education facilities and business news, research and more. **62,000 monthly page views and 26,000 monthly unique visitors; (January-September 2008 averages)**

- 728 x 90 Leaderboard – \$45 CPM Net (impressions-based)
- (2) 300 x 250 Boombox – \$45 CPM Net (impressions-based)
- 120 x 600 Tower – \$40 CPM Net (impressions-based)
- 180 x 150 Box – \$35 CPM Net (impressions-based)
- Includes home page and ROS except for contracted Category sponsorships

Category Sponsorships. Category landing pages on ASUmag.com quickly connect visitors with critical and timely news, analysis and research on specific subjects. When a visitor clicks on a Category topic, all related articles, news and research will be served. Sponsor is sole owner of all of the advertising positions on Category pages.

- Category topics include:
 - Security
 - Green Buildings
 - Construction & Design
 - Daylighting & Windows
 - Flooring & Carpeting
 - Furniture & Furnishings
 - Maintenance & Operations
 - Washrooms & Locker Rooms
 - Energy & Indoor Environment
 - Contract Services
- Ad units include:
 - 728 x 90 Leaderboard
 - (2) 300 x 250 Boombox
 - 120 x 600 Tower
 - 180 x 150 Box
- Cost: \$1,500 net/month for one category.

Introstitial. Exclusive site intro Welcome Screen (640x480) that runs approximately 7-10 seconds. When the user visits <http://asumag.com>, the welcome screen is the first to appear. Every visitor is faced with the screen that features your ad and the *American School & University* name.

- Reserved on a weekly basis: Monday through Sunday
- \$2,000 net/week (10,000 weekly impressions estimated; no guarantee)

Ask the Experts. Gives you the opportunity to be an Exclusive Expert on ASUmag.com and answer category-specific questions from visitors.

- The Category Page includes 728x90 top banner, 300x250 boombox, 180x150 box, company logo, Expert headshot and bio.
- Promotional Plan: Promotion within your Category page and List of Experts page. Daily “Ask the Experts” promotion on ASUmag.com and AS&U’s e-newsletters.
- Categories: Security, Green Buildings, Construction/Design, Daylighting, Flooring/Carpeting, Furniture/Furnishings, Maintenance/Operations, Washrooms/Locker Rooms, Energy/Indoor Environment, or Custom: create your own category.
- Cost: \$2,000 net per month – minimum 3 months

Email Marketing

Schoolhouse Beat E-Newsletter. Every week, Schoolhouse Beat e-mails deliver the latest education facilities and business news, updates on state and federal legislation, upcoming events, industry statistics and more.

- 19,000+ opt-in subscribers
- Banner: 468x60 banner, 50 words of text w/headline and linking URL.
 - Premium Top Banner: \$1,850 net/month 3X; \$1,650 net/month 6X; \$1,450 net/month 12X
 - Banner Two: \$1,700 net/month 3X; \$1,500 net/month 6X; \$1,300 net/month 12X
 - Banner Three: \$1,400 net/month 3X; \$1,200 net/month 6X; \$1,000 net/month 12XWeekly rate: \$500 net
- Tower: 120x600 tower, 50 words of text w/headline and linking URL.
 - Premium Top Tower: \$1,850 net/month 3X; \$1,650 net/month 6X; \$1,450 net/month 12X
 - Tower Two: \$1,700 net/month 3X; \$1,500 net/month 6X; \$1,300 net/month 12X
 - Tower Three: \$1,400 net/month 3X; \$1,200 net/month 6X; \$1,000 net/month 12XWeekly rate: \$500 net

Green School & University E-Newsletter: Every month, Green School & University provides research and resources on how to incorporate green practices into the design, construction and operations of education facilities.

- 19,000+ opt-in subscribers
- Banner: 468x60 banner, 50 words of text w/headline and linking URL.
 - Premium Top Banner: \$1,650 net/month 3X; \$1,450 net/month 6X; \$1,000 net/month 12X
 - Banner Two: \$1,450 net/month 3X; \$1,250 net/month 6X; \$750 net/month 12X
 - Banner Three: \$1,250 net/month 3X; \$1,050 net/month 6X; \$550 net/month 12XWeekly rate: \$500 net
- Tower: 120x600 tower, 50 words of text w/headline and linking URL.
 - Premium Top Tower: \$1,650 net/month 3X; \$1,450 net/month 6X; \$1,000 net/month 12X
 - Tower Two: \$1,450 net/month 3X; \$1,250 net/month 6X; \$750 net/month 12X
 - Tower Three: \$1,250 net/month 3X; \$1,050 net/month 6X; \$550 net/month 12X

First Monday. On the first Monday of each month, American School & University sends out a product oriented e-mail to our opt-in subscribers.

- 29,000+ opt-in subscribers
- 40-50 words of copy, brief headline, product photo, URL link to your website
- Cost: Value-add to current month AS&U print advertiser; \$1,000 net to non-month advertiser.

Special Delivery Email Blasts. An advertorial email created exclusively for you. May include product releases and/or case studies. Leverage the strength of the AS&U brand to increase your deliverables and click-throughs.

- 20,000+ opt-in subscribers
- 500 to 600 words of copy, up to 5 images in GIF or JPEG format, and multiple URLs
- Cost: \$5,000 Net per email

E-Postcards. Your 600x400 e-postcard can be used to generate leads, kick-off a product launch, make a special offer, raise brand awareness or drive traffic to your website.

- 20,000+ opt-in subscribers
- Cost: \$5,000 net per postcard

Lead Generation

Webinars. One-hour sponsored online events that allow participants to interact real-time with key industry leaders. A live web broadcast with streaming audio provides the opportunity to discuss new solutions, best practices and actual case studies with a targeted audience.

- AS&U will provide:
 - Complete production crew
 - Leading industry expert to moderate the session
 - Real-time polling and Q & A
 - Attendee registration, monitoring and reporting. Leads delivered to your Inbox
 - Event archiving and online posting on ASUmag.com for On Demand viewing
 - Aggressive marketing campaign
- Cost: \$15,000

White Paper. A Sponsored Advertorial whitepaper download program is a proven, effective way to create interest among industry professionals. It complements other elements of your marketing plan, and helps generate ROI and achieves multiple marketing objectives such as lead generation, thought leadership, and interest and awareness.

- A landing page with executive summary; 200 words of text, linking URL; company logo, applicable banner creative (ex: 468x60, 120x600)
- A short registration form that captures contact information, as well as three custom questions of your choice to help you qualify prospects.
- An active marketing campaign that includes:
 - Run of site promotion on www.asumag.com (1 month)
 - One newsletter ad (Best available position in Schoolhouse Beat – weekly newsletter)
 - One e-mail blast to American School & University's 20,000 opt-in subscribers
- All leads collected from the registration page
- Cost: \$7,500 net includes registration page; \$5,000 net without registration page

Custom Topic Sponsorships

Podcasts. A pre-recorded digital media file that is shared over the web for playback on computers and portable media players. AS&U's podcasts deliver specially crafted content, from breaking news to expert interviews, on topics focusing on the design, construction, operations and maintenance of education facilities.

- 30 second commercial plug at the beginning of the podcast
- 336x280 boombox web ad displayed on player page
- Advertising message alongside podcast description on player page (34 word max.)
- Sponsor name displayed in podcast description as "Sponsored by" with a link to your homepage or preferred URL
- Sponsor logo will appear exclusively on player, website and e-newsletter promotions
- Dedicated e-mail blast to opt-in subscribers, banner ads on ASUmag.com web site
- Coverage in Schoolhouse Beat E-newsletter
- Podcast available for download in on-demand podcast archives on ASUmag.com
- Cost: \$5,000 net

