

LEARNING THINGS
THE EDUCATION STORE

Christian Schools Media Kit

F A C T S
R A T E S
S P E C S



Christian Schools Catalog

FACTS

The Right Price:

- Reach the school market at a great price. Learning Things Christian School Catalog costs 47% less than the average price for seven other leading Christian school magazines (based on a comparison the cost per thousand for a full color, full page ad). Our CPM is just \$98.
- Ad prices start as low as \$124 for a 1 column inch classified ad in the Market Place ad section (2.5" x 1").
- Get extra discount of 10% off the normal rates for purchasing an ad in any of our other catalogs. See pages 4-5 for complete pricing details. For information about our other catalogs, visit our website advertising page at www.learningthings.com/ads.asp.

The Right Ad Vehicle:

- Our catalog achieves very high interest with school Principals because it gives them vital information regarding thousands of items they must have to operate their school, school books and teaching aids.
- We penetrate the market because our catalog comes from a vendor they already know and trust. Thousands of schools have already purchased from us.
- Your ad gets delivered in a high quality environment because we print full color on gloss paper and we limit advertiser space so it never exceeds 25% of total content. This allows the catalog to keep its value and avoid getting too cluttered.
- School teachers are likely to keep our catalog throughout the year because it is loaded with vital product and pricing information they need to make purchasing decisions for school books and teaching aids.

RATES

Full Color, 4 color process

Ad Size	Price	CPM	Combo Price
Full Page	\$2,508	\$97	\$2,257
Back Cover 2/3 Page	\$2,508	\$97	\$2,257
Inside Front Cover	\$3,135	\$122	\$2,821
Inside Back Cover	\$3,010	\$117	\$2,709
2 Page Spread	\$4,264	\$166	\$3,837
2/3 Page	\$1,867	\$73	\$1,680
½ Page	\$1,475	\$57	\$1,328
1/3 Page	\$1,066	\$41	\$959
1/4 Page	\$836	\$32	\$752
1/6 Page	\$568	\$22	\$512

Black & White (5% discount)

Ad Size	Price	CPM	Combo Price
Full Page	\$2,383	\$93	\$2,144
2 Page Spread	\$4,050	\$157	\$3,645
2/3 Page	\$1,774	\$69	\$1,596
½ Page	\$1,402	\$54	\$1,261
1/3 Page	\$1,013	\$39	\$911
1/4 Page	\$794	\$31	\$715
1/6 Page	\$540	\$21	\$486
Market Place Listings	\$124	\$5	\$111

RATES

Pricing Information:

- All prices are gross, fifteen percent (15%) agency discount applies.
- Combo Price qualifies for a 10% price discount with purchase of 1 equal size ad in any of our other catalogs.
- Learning Things reserves the right to refuse any ad that we consider to be inappropriate for our customers
- Market Place Classified Ads are only available in black and white. Prices for these ads are per column inch.
- No extra cost for full bleed ads.
- Extra production costs will be charged to advertisers who submit ads that do not meet the required mechanical specifications.
- Prices are subject to change at any time. Prices are guaranteed only after we have received full payment.

Payment Terms:

- For first time advertisers, full payment is due by the reservation deadline.
- Previous advertisers receive 30 day terms from the reservation deadline.
- No cancellations or changes will be accepted after the reservation deadline.
- We accept only check payments and wire transfers. No credit card payments.

2008 & 2009 Publication Schedule:

Next Steps	2008 Issue	2009 Issue
Reservations Due	July 14, 2008	January 12, 2009
Art Files Due	July 21, 2008	January 19, 2009
Mailing Date	August 18, 2008	March 2, 2009
Catalogs Delivered	August 25, 2008	March 9, 2009

SPECS

Art File Mechanical Requirements:

- Learning Things Catalog prints at 110 line screen on a heat set web press.
- 85 line screen is recommended for ads with dark shadows or midtones.
- All ads must be supplied in electronic format.
- The only file type we accept is press-optimized PDF format with all fonts and images embedded. We do not accept Microsoft Word documents.
All PDF files should be created using the PDF/X standard.
- All ad files must be formatted for Windows operating systems, not Mac.
- Ads must be actual size, based on the ad size dimensions shown on page 7.
- Minimum resolution is 300 dpi for CMYK and Grayscale.
- Minimum 1016 dpi for bitmap images.
- Spot color must be converted to CMYK image mode.
- Binding method is saddle stitch.
- Trim size is 8.375" x 10.75"
- Recommended live area is 7.375" x 9.75"
- Ads with full bleed must add 0.25 inch on all sides
- All materials supplied should be prepared to allow for a 25-30% dot gain on press.
- All files must be mailed along with a proof to the address below.
- Black & white laser proofs are acceptable and can be faxed to 678-679-1132.
- Emailed files are not accepted due to large file sizes and risks of file and font corruption.
- Ads failing to meet these specs will be charged additional design fees or sent back for changes.
- For technical assistance, send email to Ashley@learningthings.com

SPECS

Ad Size Dimensions:

Ad Size	Ad Sizes: Width x Length
Full Page	8.375" x 10.75"
2 Page Spread	16.75" x 7.17"
2/3 Page	8.375" x 7.17"
½ Page	8.375" x 5.375"
1/3 Page	8.375" x 3.583"
1/4 Page	8.375" x 2.6875"
1/6 Page	4.187" x 3.583"
MarketPlace Listings	2.5" x 1.0"

Address for Art Files and Payment:

ATTN: Catalog Advertising
Learning Things, LLC
1550 Oak Industrial Lane, Suite F
Cumming, GA 30041

Contact Us:

- Contact us by phone at 800-401-9931 then select option 1.
- For ad sales or payment questions, contact Mary@learningthings.com
- For technical assistance, contact Ashley@learningthings.com
- Send faxes to us at 678-679-1132
- Visit our website at www.learningthings.com