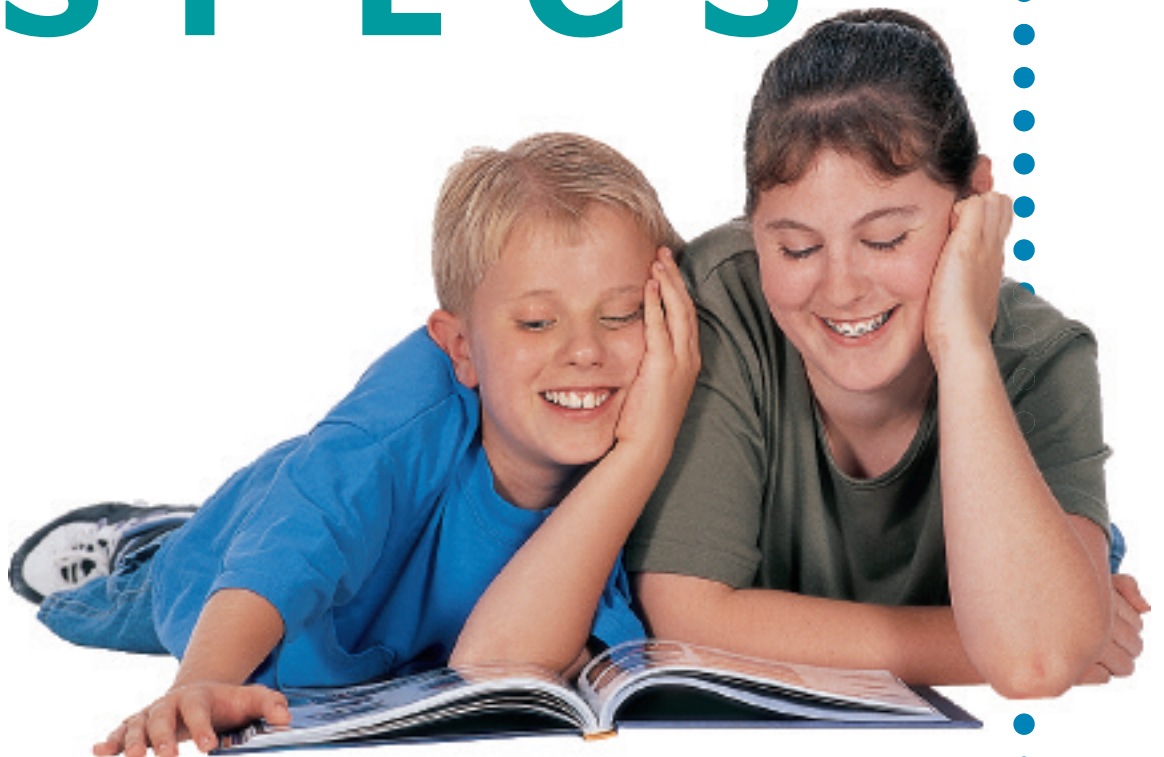


**LEARNING THINGS**  
THE EDUCATION STORE

*Elementary School Media Kit*

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



**Elementary School Catalog**

# FACTS



Learning Things Elementary School Catalog is designed specifically to meet the needs of K-5th grade teachers. Paid ads are displayed along with a variety of other elementary school items.

Products offered include books, software, math manipulatives, science equipment, science kits, school furniture, playground equipment, games, activities, classroom equipment and teacher resources.

Our elementary school catalog reaches the right target at the right timing at the right price! Your ad gets delivered in a high quality layout printed in full color on gloss paper.

## The Right Target:

- Total circulation of 55,000 with 100% going to elementary school teachers.
- Reaches over 50,000 public school teachers, which includes all elementary schools with 100 or more students. Reaches over 3,500 private elementary schools.
- It's a huge market! U.S. schools purchase over \$560 billion each year.
- School teachers are the key purchasers. They initiate over 90% of the purchase orders for items used in classrooms. They even spend money out of their own pockets, over \$500 per year per teacher.
- Added exposure with thousands of school teachers when our catalog gets shared and passed around.

## The Right Price:

- Reach the school market efficiently. Cost for a full color, full page ad is just \$69 per thousand copies, significantly less than other school magazine prices (see page 4 for pricing details).
- Ad prices start as low as \$202 for 1 column inch classified ad in the Market Place ad section (2.5" x 1").
- Get a 10% discount from the normal rates for purchasing 1 equal size ad in any of our other catalogs.

# FACTS

## The Right Ad Vehicle:

- Our catalog achieves very high interest with school teachers because it gives them vital information regarding thousands of items they must have to operate their school.
- Our catalog penetrates the market because it comes from a source the schools already know and trust. Thousands of schools have already purchased from us.
- 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.

## The Right Timing:

- Schools receive our catalog right at the start of their peak buying season, which is April to June.
- School teachers read our catalog when they are ready to make purchases so your ad reaches them when they are ready to buy.

## 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

# RATES

## Full Color, 4 color process

Ad Size	Price	CPM	Combo Price
Full Page	\$4,091	\$69	\$3,887
Back Cover 2/3 Page	\$4,091	\$69	\$3,887
Inside Front Cover	\$5,114	\$86	\$4,858
Inside Back Cover	\$4,909	\$83	\$4,664
2 Page Spread	\$6,955	\$117	\$6,607
2/3 Page	\$3,046	\$51	\$2,893
1/2 Page	\$2,407	\$40	\$2,286
1/3 Page	\$1,739	\$29	\$1,652
1/4 Page	\$1,364	\$23	\$1,296
1/6 Page	\$927	\$16	\$881

## Black & White (5% discount)

Ad Size	Price	CPM	Combo Price
Full Page	\$3,887	\$65	\$3,692
2 Page Spread	\$6,607	\$111	\$6,277
2/3 Page	\$2,893	\$49	\$2,749
1/2 Page	\$2,286	\$38	\$2,172
1/3 Page	\$1,652	\$28	\$1,569
1/4 Page	\$1,296	\$22	\$1,231
1/6 Page	\$1,296	\$22	\$1,231
Market Place Listings	\$202	\$3	\$191

# RATES

## **Pricing Information:**

- All prices are gross, fifteen percent (15%) agency discount applies.
- With Combo Pricing, you get a 10% discount from the normal rates for purchasing 1 equal size ad in any of our other.
- Learning Things reserves the right to reject 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. There is no limit to how many words.
- 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 to not increase 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. Our mailing address is shown on page 7. No credit card payments.

# 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.
- 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](mailto: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 questions, contact [Mary@learningthings.com](mailto:Mary@learningthings.com)
- For technical assistance, contact [Ashley@learningthings.com](mailto:Ashley@learningthings.com)
- Send faxes to us at 678-679-1132
- See more catalog advertising opportunities by visiting our website at [www.learningthings.com/ads.asp](http://www.learningthings.com/ads.asp)