

LEARNING THINGS
THE EDUCATION STORE

Preschool Media Kit

FACTS
RATES
SPECS



Preschool Catalog

FACTS

- Learning Things penetrates this market because our catalog comes from a source that many preschool and daycare centers already know and trust from making online purchases from us.

The Right Price:

- Reach preschool and daycare centers at a great price. Learning Things Preschool Catalog delivers your full color, full page ad for just \$2,950. More prices for other ad sizes are shown below.
- Ad prices start as low as \$145 for 1 column inch classified ad in the Market Place ad section (2.5" x 1"). There is no limit to the number of words you can put in this space.
- Get an extra 10% discount off the normal rates when you purchase ad of equal size or larger in any of our other catalogs. For information about our other catalogs, visit our website ad page at www.learningthings.com/ads.asp for complete details.

The Right Timing:

- Preschool and daycare centers receive our catalog in June, right at the start of their peak buying season, which July to September.

2008 & 2009 Publication Schedule:

| Next Steps | 2008 Issue | 2009 Issue |
|--------------------|-----------------|------------------|
| Reservations Due | July 7, 2008 | January 19, 2009 |
| Art Files Due | July 14, 2008 | January 26, 2009 |
| Mailing Date | August 11, 2008 | March 2, 2009 |
| Catalogs Delivered | August 18, 2008 | March 16, 2009 |

RATES

Full Color, 4 color process

| Ad Size | Price | CPM | Combo Price |
|---------------------|---------|------|-------------|
| Full Page | \$2,950 | \$50 | \$2,655 |
| Back Cover 2/3 Page | \$2,950 | \$50 | \$2,655 |
| Inside Front Cover | \$3,687 | \$62 | \$3,318 |
| Inside Back Cover | \$3,540 | \$60 | \$3,186 |
| 2 Page Spread | \$5,014 | \$85 | \$4,513 |
| 2/3 Page | \$2,196 | \$37 | \$1,976 |
| ½ Page | \$1,735 | \$29 | \$1,562 |
| 1/3 Page | \$1,254 | \$21 | \$1,128 |
| 1/4 Page | \$983 | \$17 | \$885 |
| 1/6 Page | \$669 | \$11 | \$602 |

Black & White (5% discount)

| Ad Size | Price | CPM | Combo Price |
|-----------------------|---------|------|-------------|
| Full Page | \$2,802 | \$47 | \$2,522 |
| 2 Page Spread | \$4,764 | \$80 | \$4,287 |
| 2/3 Page | \$2,086 | \$35 | \$1,877 |
| ½ Page | \$1,648 | \$28 | \$1,484 |
| 1/3 Page | \$1,191 | \$20 | \$1,072 |
| 1/4 Page | \$934 | \$16 | \$841 |
| 1/6 Page | \$635 | \$11 | \$572 |
| Market Place Listings | \$145 | \$2 | \$131 |

RATES

Pricing Information:

- All prices are gross, fifteen percent (15%) agency discount applies.
- Combo Price 1 qualifies for a 10% price discount with purchase of 1 equal size ad in any of our other catalogs.
- 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.

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 PDF 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 perfect binding.
- 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 questions, contact Mary@learningthings.com
- Send faxes to us at 678-679-1132
- Visit our website at www.learningthings.com