

THE YEAR-ROUND BRANDING SOLUTION

for your business

Educational Dealer

THE MAGAZINE FOR PEOPLE WHO SELL TO TEACHERS, PARENTS AND SCHOOLS

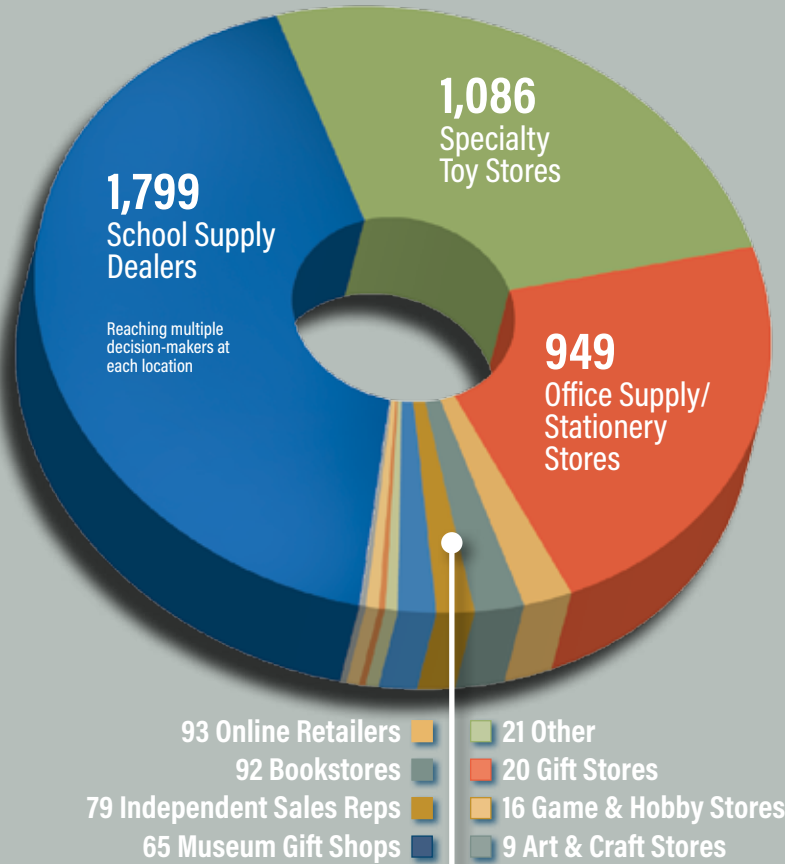




OUR READERS

A successful B2B advertising strategy begins with print advertising as the foundation. Integrating digital, online and E-news advertising options with print immediately improves your company's exposure within the industry. Investing in our PrintPlus program ensures that your advertising message is seen year-round by your current and future customers.

TOTAL CIRCULATION 4,229



Contact Darlene Ryan • darlene@fwpi.com • (315) 789-2475.

Educational Dealer

THE MAGAZINE FOR PEOPLE WHO SELL TO TEACHERS, PARENTS AND SCHOOLS

The foundation of your advertising strategy. Reliable, credible and budget friendly.

PM
print magazine
5X per year

24/7 online resource featuring magazine content, new products and a suppliers directory.

WS
website
daily

E-mailed to our subscribers when the issue is published. Archived on our website indefinitely.

DM
DigiMag
5X per year

Sent to our subscribers every month, the E-newsletter highlights the newest products in the industry in an easy-to-read format.

EN
e-newsletter
monthly

The printed Buyers' Guide contains necessary contact information from suppliers in the industry.

BG
buyers' guide
annually

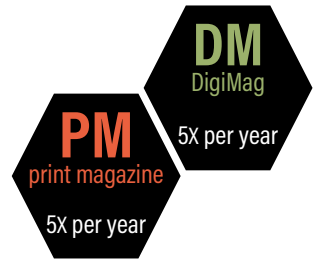
Distributed to show attendees, this is the official show directory of EdSpaces.

SD
show directory
annually





EDITORIAL CALENDAR



FEB/MAR ISSUE



AD SPACE DUE: JAN 5

MATERIALS DUE: JAN 12
MAILING DATE: FEB 16

APR/MAY ISSUE



AD SPACE DUE: MAR 2

MATERIALS DUE: MAR 9
MAILING DATE: APR 6

JUN/JUL ISSUE



AD SPACE DUE: APR 27

MATERIALS DUE: MAY 4
MAILING DATE: JUN 1

AUG/SEP ISSUE



AD SPACE DUE: JUN 29

MATERIALS DUE: JUL 6
MAILING DATE: AUG 3

Includes:

34th ANNUAL Educational Dealer BUYERS' GUIDE

OCT/NOV ISSUE



AD SPACE DUE: AUG 31

MATERIALS DUE: SEP 7
MAILING DATE: OCT 5

Bonus distribution at:

EDspaces
The Future of Educational Facilities

we CONNECT
SCHOOL SUPPLY CONFERENCE

We profile retailers in depth, showcase their favorite products, and keep our industry informed.

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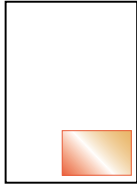
Contact Darlene Ryan • darlene@fwpi.com • (315) 789-2475. Insertions billed individually after magazine mails, net 30. Monthly installment plan available with credit card purchase.



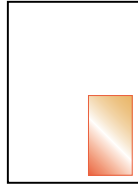
MAGAZINE AD RATES



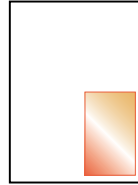
1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(W x H)



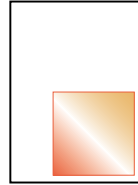
1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



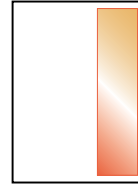
1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



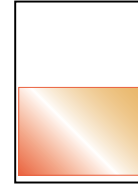
1/4 PAGE
Vertical
3-1/4" x 4-3/4"
(W x H)



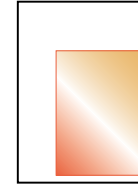
1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



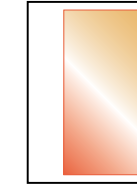
1/3 PAGE
Vertical
2-1/4" x 10"
(W x H)



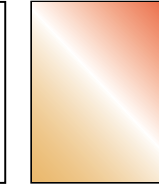
1/2 PAGE
Horizontal
7" x 5"
(W x H)



1/2 PAGE
Vertical
4-5/8" x 7-5/8"
(W x H)



2/3 PAGE
Vertical
4-5/8" x 10"
(W x H)



FULL PAGE
8-3/8" x 11-1/8" (W x H)
Trim size: 8-1/8" x 10-7/8"
Please keep live area 1/4" from trim

FULL COLOR - Net Advertising Rate Per Issue					
Ad Size	1X	2X	3X	4X	5X
Full page	1580	1535	1485	1440	1390
2/3 page	1340	1300	1260	1220	1180
1/2 page	1100	1070	1035	1000	970
1/3 page	885	860	830	805	780
1/4 page	655	635	615	595	575
1/6 page	430	415	405	390	380
1/8 page	285	275	270	260	250

Best Rate!

TWO COLOR - Net Advertising Rate Per Issue					
Ad Size	1X	2X	3X	4X	5X
Full page	1345	1305	1265	1225	1185
2/3 page	1140	1105	1070	1040	1005
1/2 page	935	905	880	850	825
1/3 page	750	730	705	685	660
1/4 page	555	540	520	505	490
1/6 page	365	355	345	330	320
1/8 page	240	235	225	220	210

Best Rate!

PREMIUM PLACEMENT - Net Advertising Rate Per Issue					
Ad Size	1X	2X	3X	4X	5X
Back Cover	2080	2020	1955	1895	1830
Inside Front Cover	1930	1870	1815	1755	1700
Inside Back Cover	1780	1725	1675	1620	1565
TOC	1880	1825	1765	1710	1655
Center Spread	3225	3130	3030	2935	2840
Belly Band	3500				

Best Rate!

BLACK & WHITE - Net Advertising Rate Per Issue					
Ad Size	1X	2X	3X	4X	5X
Full page	1185	1150	1115	1080	1045
2/3 page	1005	975	945	915	885
1/2 page	825	800	775	750	725
1/3 page	665	645	625	605	585
1/4 page	490	475	460	445	430
1/6 page	325	315	305	295	285
1/8 page	215	210	200	195	190

Best Rate!

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WEBSITE AD RATES



In a typical month, each online advertisement at **EducationalDealerMagazine.com** can exceed 10,000 impressions by 650 unique visitors viewing 1,500 pages. We drive traffic to our site with our E-newsletters, Digimags, and printed publications.

SPONSOR AD 250 x 185 pixels

Ads randomly rotate in 1 position. Additional Animated Frames \$20.

\$195 PER MONTH	\$145 per month for FULL YEAR	as low as \$72.50 per month with PrintPlus
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LEADERBOARD AD 970 x 90 pixels

Ads randomly rotate in 1 position. Additional Animated Frames \$20.

\$225 PER MONTH	\$165 per month for FULL YEAR	as low as \$82.50 per month with PrintPlus
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BANNER AD 300 x 400 pixels

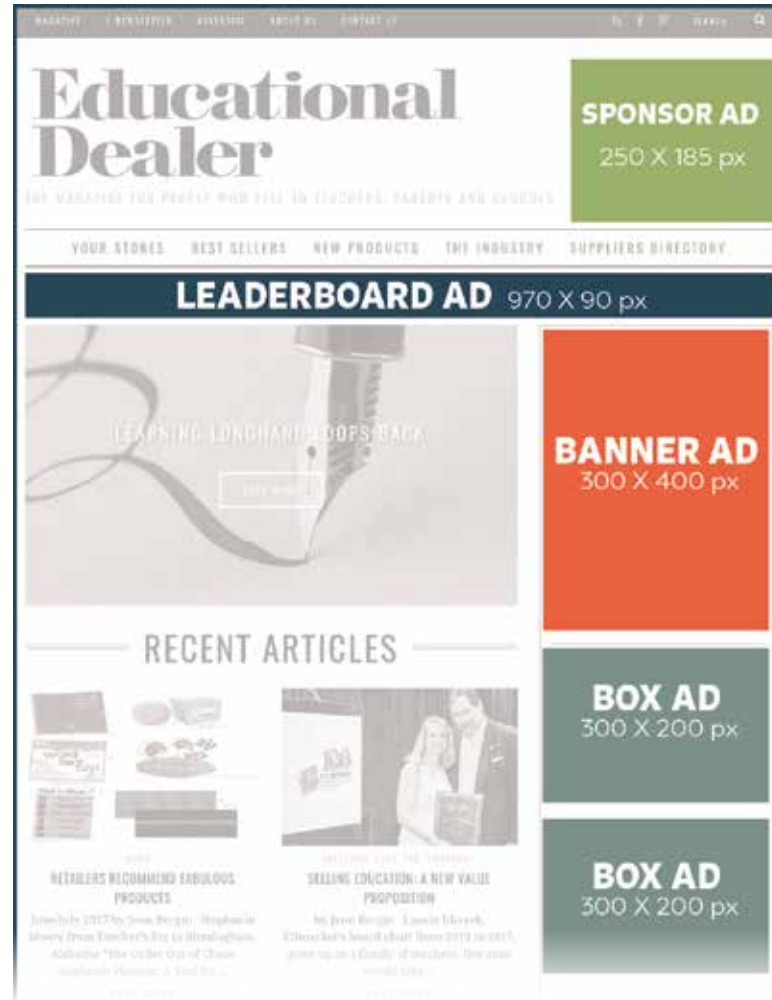
Ads randomly rotate in 1 position. Additional Animated Frames \$20.

\$175 PER MONTH	\$135 per month for FULL YEAR	as low as \$67.50 per month with PrintPlus
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BOX AD 300 x 200 pixels

Ads randomly rotate in up to 5 positions. Additional Animated Frames \$10.

\$125 PER MONTH	\$95 per month for FULL YEAR	as low as \$47.50 per month with PrintPlus
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as low as
\$72.50

as low as
\$82.50

as low as
\$65

as low as
\$47.50

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E-NEWSLETTER AD RATES

EN
e-newsletter
monthly

Every month we send out the **Educational Dealer** Product E-newsletter to more than 4,300 industry emails. Each issue features new products with large images, descriptions, contact information, web links and video demonstration links.

E-NEWS SPONSOR BANNER

705 x 175 pixel image

\$260
PER AD

as low as
\$130
per ad for
with PrintPlus

Sponsor Banner ad located at top of E-Newsletter. Also includes **One Complimentary Product Feature** (located at bottom of E-Newsletter): 500 x 500 pixel image, 150 word description, contact info, web link, product video link.

E-NEWS PRODUCT FEATURE

500 x 500 pixel image

\$200
PER AD

as low as
\$100
per ad
with PrintPlus

Includes 150 word description, contact info, web link, and product video link.

FOR PEOPLE WHO SELL TO TEACHERS, PARENTS AND SCHOOLS

Educational Dealer

E-newsletter

CHANGING NEEDS REQUIRE FLEXIBLE SOLUTIONS

SCREENFLEX
Flexible Work Solutions

Channie's
EASY PEASY ALPHABET
Consistent with left tracing and writing to reinforce letter formation

Visual Handwriting Worksheets with tracing & writing in one combined workbook.
Each letter has two pages of tracing and one page of writing for reinforcing what has learned. Lots & lots of practices.
Books for consistent letter sizes.
Unique green shaded middle section guides lower case position.
Double dividing lines guide for proper spacing.

Voted 10th place most fabulous retail product in 2017. Patent Pending.

50% off retail price.
Please contact Channie's for wholesale pricing at info@channies.com

Channie's LLC
(877) 231-3723
info@channies.com
www.channies.com

Sponsor Banner

Product Feature

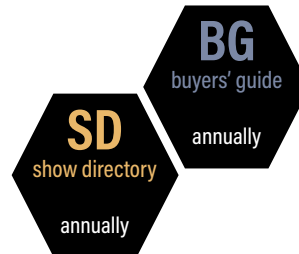
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DIRECTORIES



DIRECTORIES



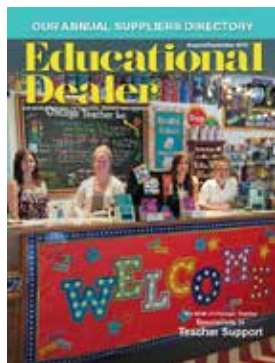
Combined discount rates are available for *Educational Dealer* print advertisers who also advertise in EDMarket Directories.

Highlight, promote and sell your new products in the OFFICIAL 2018 EDMarket Membership Directory, in June 2018.

Promote your booth number in the OFFICIAL 2018 EDSpaces Show Directory, in November 2018.

- Reserve your display ad and receive a free, full-color logo identifier within the listing with a reference to your ad page number.
- Your ad will be featured in the corresponding Digital Version of each directory - with a link to a landing page of your choice - absolutely free!

For details, rates and availability, please contact Darlene Ryan, at (315) 789-2475 or darlene@fwpi.com.



THE AUG/SEP 2018 ISSUE INCLUDES OUR 34th ANNUAL BUYERS' GUIDE

- The August/September issue of *Educational Dealer* contains a handy desktop Buyers' Guide reference section for buyers to refer to throughout their buying season.
- Indexed by company and by product category.
- Receive a FREE Highlighted Listing with logo and Company Profile with the purchase of an ad.
- Buyers' Guide print ad rates are included in this Rate Card under Magazine Ad Rates (page 4).

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AD PACKAGE EXAMPLES

We can customize ANY plan to fit your specific needs.



These sample advertising packages include our most popular print ad sizes PLUS digital ad sizes, and have all **PrintPlus program discounts** applied to the total. Integrating digital advertising options with print immediately improves your company's exposure within the industry, **and saves money.**

IGNITE

PRINT
Full-color, 1/6-page ad in all five issues
Product Feature in all five issues

DIGITAL
Ad appears in all five issues of DigiMag
e-News Product Feature for year
Website Box Ad for year

Annual Cost \$4,024
\$336/month autopay

CONNECT

PRINT
Full-color, 1/3 page ad in all five issues
Product Feature in each printed issues

DIGITAL
Ad appears in all five issues of DigiMag
DigiMag Sponsor Ad in all five issues
Website Leaderboard Ad for year

Annual Cost \$6,588
\$549/month autopay

PROSPER

PRINT
Full-color, full page ad in four issues
Full-color, 2-Page spread in one issue
Product Feature in all five issues

DIGITAL
Ad appears in all five issues of DigiMag
DigiMag Sponsor Ad in all five issues
e-News Product Feature for year
Website Leaderboard Ad for year

Annual Cost \$11,700
\$975/month autopay

GROW

PRINT
Full-color, 1/2 page ad in all five issues
Product Feature in in all five issues

DIGITAL
Ad appears in all five issues of DigiMag
DigiMag Sponsor Ad in all five issues
e-News Product Feature for year
Website Leaderboard Ad for year

Annual Cost \$8,290
\$691/month autopay

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