

National School Supply and Equipment Association

Capture your share of a \$12.6 billion school equipment market!

The NSSEA Advantage

- **Four out of five** of our members are responsible for making purchasing decisions.
- Most of our **members are the sole owners** of their retail stores, catalogues and distributor businesses.
- NSSEA is **the leading trade organization** for the educational products marketplace.
- Our dealer **members represent an estimated \$3.1 billion** school equipment market.

Who We Are

The National School Supply and Equipment Association (NSSEA) is the leading trade organization for the educational products marketplace. Our members are the sole owners of their retail stores, catalogues and distributor businesses and our dealer members are part of a \$3.1 billion school equipment market.

Member Profile

Our members represent some of the most successful school industry businesses in the world, including more than 1,100 companies that produce and deliver every type of product you find in an education environment. Our members include Suppliers of educational items, Distributors of educational items to consumers, Service providers and Independent Sales Reps.

For more information, please contact:

Paul Walley

Publication Director

Naylor, LLC

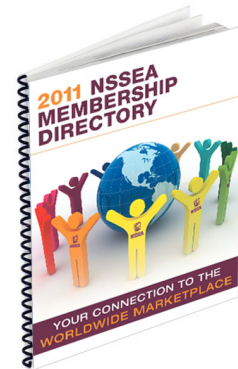
Toll-free: (800) 369-6220, ext. 3462

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Membership Directory

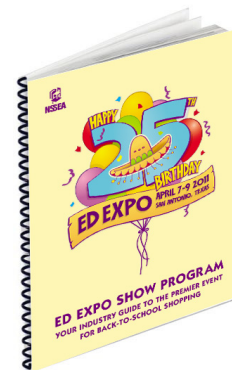


Our "who's who guide" stays on the desks of key contacts at NSSEA-member companies all year long. Additionally, the directory is available upon request for employees of any member company.

Our networking tool puts recipients in touch with fellow members, as well as vendors that provide quality product and service solutions.

Show Program

PRINT AND DIGITAL EDITIONS



Increase booth traffic, highlight your products and services on display and showcase booth giveaways with an ad in the *Show Program*.

Listing enhancements maximize your company's visibility in front of attendees as they build their "must see" list of exhibitors.

The interactive digital edition will be e-mailed to registered attendees in the weeks leading up to the show.

To learn more about NSSEA, visit:

www.nssea.org

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	Membership Directory*	Ed Expo Show Program [±]
Double Page Spread	\$4,199.50	\$4,409.50
Outside Back Cover	\$4,349.50	\$3,499.50
Inside Front or Inside Back Cover	\$3,299.50	\$2,949.50
Tab	\$3,019.50	\$2,899.50
Full Page	\$2,449.50	\$2,199.50
2/3 Page	\$1,659.50	\$1,439.50
1/2 Page	\$1,419.50	\$1,219.50
1/3 Page	\$1,029.50	\$869.50
Logo	n/a	\$359.50

Black-and-White Rates	Membership Directory*	Ed Expo Show Program [±]
Full Page	\$1,529.50	\$1,219.50
2/3 Page	\$889.50	\$849.50
1/2 Page	\$769.50	\$739.50
1/3 Page	\$429.50	\$589.50
Logo	\$279.00	\$299.50

*Advertising in both the **Membership Directory** and either the **Ed Expo Show Program** or **School Equipment Show Program** will earn a 20% discount off the directory rate.

[±]All rates include an eLink in the digital edition of the show program.

Belly Band Wrap

Membership Directory only



A full-color belly band wraps your message around the publication, making your company's ad the first that readers see when they receive their copy. Include product descriptions, pictures and much more on the belly band's surface.

Direct Mail Opportunity

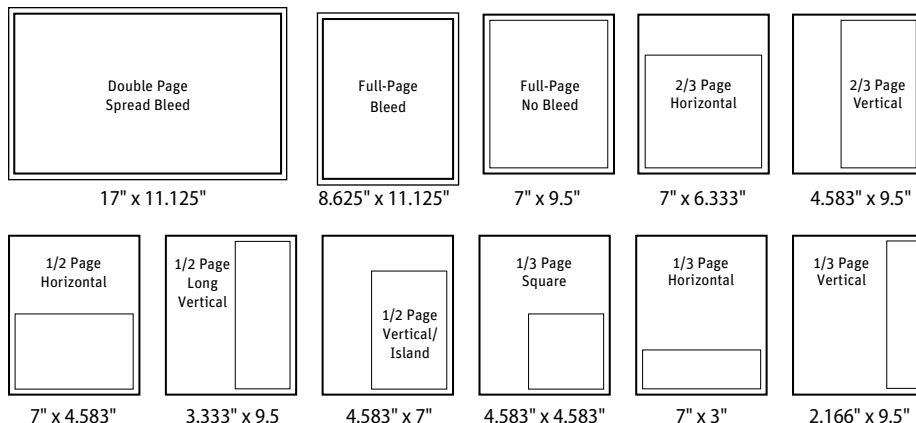
Membership Directory only

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the **Membership Directory** is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with the publication will ensure tremendous exposure for your company.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). NSE-D0012 (LR NSE-D0009 7/21/2008)

Print Advertising Specifications

Directory/Show Program Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Show Program Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0and` `_rootreferences`, or global functions like `setTimeinterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

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Past NSSEA Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with NSSEA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of NSSEA.

AdamsMfg.	JAX Ltd., Inc.
Angeles Group, LLC	Joy Carpets, Inc.
Carpets for Kids Etc., Inc.	Lee Products Co.
Certwood Ltd.	Lux Products Corp.
Childs/Play, Inc.	Mahar Manufacturing
Cloud B, Inc.	Manta-Ray, Inc.
Creative Teaching Press	Miller Studio
Dig-It! Games	Musgrave Pencil Co., Inc.
DM Transportation	Pacon Corporation
Educational Activities, Inc.	Safari, Ltd.
Essential Learning Products	Scholastic Teaching Resources & Teacher's Friend
F.M. Brush Co., Inc.	The Children's Factory, Inc.
Flagship Carpets, Inc.	The Mailbox Books
Frog StreetPress	Union Rubber, Inc.
Gratnells Ltd.	WePlay (Kiddie's Paradise, Inc.)
Greg & Steve Productions	Wiebe, Carlson and Associates
Gryphon House, Inc.	
Houghton Mifflin Co. Trade Special Markets	

We appreciate your support!