

# Connect with NSSEA members all year long

## The NSSEA Advantage

- **The market for school equipment, instructional materials and consumable supplies** — defined as educational products sold by dealers for use by educational institutions or as a supplement to learning outside the classroom — is **estimated at \$12.6 billion.**
- **Don't dilute your marketing dollars by advertising to segments of the industry that you don't serve.** NSSEA's publications are strictly for the school market trade and not aimed at consumers.
- **Building strong business relationships means maintaining a presence in front of your customers all year long.** With NSSEA, you get valuable repeat exposure to a core group of key purchasing decision-makers.

## Who Do You Want to Reach?

- **Suppliers of educational items:** manufacturers, publishers, importers and wholesalers who market to consumers through a network of distributors
- **Distributors of educational items to consumers:** retail stores, catalogs, mail order, online and direct sales.
- **Service providers:** independent sales reps, consultants, mail list brokers, trade publishers, printers, catalog producers, inventory/POS systems, OEM, retail fixture manufacturers and online service providers.

## Who We Are

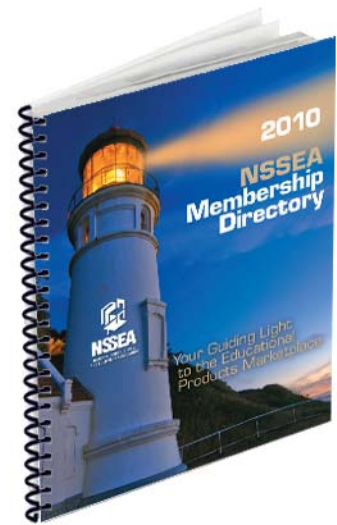
NSSEA is the leading trade organization for the educational products marketplace. **NSSEA represents over 1,500 companies** of all sizes that produce and deliver an array of different products for the education industry.

Naylor, LLC is the official publishing partner of NSSEA. Naylor is the leading source of print and online media and event management solutions exclusively serving the association marketplace.

## For more information, please contact:

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### 2010 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.

### Ask your account executive for more information about:

#### • Advertiser.com

All advertisers receive a free **Advertiser.com** listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

#### • Index of Advertisers

All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

#### • Premium Positioning

Strategic placement within the directory ensures high visibility and impact for your ad. Contact your Naylor account executive for a list of premium advertising positions.

# National School Supply & Equipment Association



## 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.

Adams Mfg.	Frank Schaffer Publications	Miller Studio
American Map Corp.	Fredric H. Jones & Associates, Inc.	Musgrave Pencil Co., Inc.
Angeles Group, LLC	Frog Street Press	National Public Seating Corp.
b. dazzle, Inc.	Georgia Chair Company, Inc.	OFM, Inc.
Baumgarten's	Ghent Manufacturing, Inc.	On The Mark Press
Bonitas International	Gratnells Ltd.	Pacific Science Supplies, Inc.
CadenaSmith Enterprises dba See-N-Read	Greg & Steve Productions	Pacon Corporation
Carpets for Kids Etc... Inc.	Gryphon House, Inc.	Penco Products
Certwood Ltd.	Gymkids	Peter Li Education Group / Pflaum Publishing
Childs/Play, Inc.	Hale Manufacturing	Playroom Entertainment
Claridge Products and Equipment, Inc.	Harcourt Achieve	Putumayo World Music
Classroom Complete Press	Heart and Sew	Q Products, LLC
Claytronics, Inc.	Heinemann-Raintree School Supply	Raymond Geddes & Co., Inc.
Columbia Manufacturing, Inc.	Houghton Mifflin Co. Trade Special Markets	Redleaf Press
Commando Products, Inc.	Ideals-Williamson	Safari, Ltd.
COMMUNITY	Infinite Furniture Solutions	Scholastic Library Publishing
Corilam Fabricating Co., Inc.	Interior Concepts	Scholastic Teaching Resources & Teacher's Friend
Crayola	JAX Ltd., Inc.	Scratch Art Company
Creative Teaching Press	Jaypro Sports, LLC	SENSEsational Alphabet
Dallas Pen Company	Jonti-Craft, Inc.	Sheridan Gymnasium Equipment
David W. Petty Consulting	Joy Carpets, Inc.	Skool Plus Corp.
Democrat Printing & Lithographing Co.	Kidstuff Playsystems, Inc.	Smith System Mfg. Co.
Digilock	Kum® USA	Stages Learning Materials
Discovery Bay Games, LLC	Learning Advantage	Suntex International, Inc.
DM Transportation	Learning Carpets	The Children's Factory, Inc.
DuneCraft, Inc.	Learning Loft	The Mailbox Books
DURABLE Office Products Corp.	Learning Resources, Inc.	Tot-Mate By Stevens Industries
Early Childhood Resources, LLC	Lee Products Co.	Track Seating
ECI•	LORENZ EDUCATIONAL PRESS	TREND enterprises, Inc.
Educational Activities, Inc.	Lux Products Corp.	Union Rubber, Inc.
Edupress, Inc.	Mahar Manufacturing	Weekly Reader Publishing Group
Essential Learning Products	Manta-Ray, Inc.	WePlay (Kiddie's Paradise, Inc.)
Evan-Moor Educational Publishers	Marsh Industries, Inc.	Wiebe, Carlson and Associates
F&E Solutions	Master Woodcraft, Inc.	Wood Designs
F.M. Brush Co., Inc.	Mayfair Games, Inc.	Woodland Scenics
Flagship Carpets, Inc.	McCourt Mfg.	
Fleetwood Group, Inc.	Mediatechnologies/Silver Street, Inc.	
Flipside Products	MERCUR USA, LLC	
Folkmanis, Inc.	Miller Group - Multiplex Div.	



# Net Advertising Rates

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

## Full-Color Rates

## Membership Directory\*

Double Page Spread	\$3,999.50
Outside Back Cover	\$4,229.50
Inside Front or Inside Back Cover	\$3,179.50
Tab	\$2,899.50
Full Page	\$2,329.50
2/3 Page	\$1,579.50
1/2 Page	\$1,349.50
1/3 Page	\$949.50
Logo	n/a

## Black-and-White Rates

## Membership Directory\*

Full Page	\$1,479.50
2/3 Page	\$849.50
1/2 Page	\$729.50
1/3 Page	\$579.50
Logo	\$260.00

\*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.

## Belly Band Wrap



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

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.