



2009 Media Guide

NAEP *Educational Procurement Journal*

Reach key decision makers responsible for billions of dollars in procurement spending in categories from furnishings to security.



Advertising Material Due Dates

Issue	Ad Deadline	Ad Materials Due
Spring	February 5, 2009	February 13, 2009
Summer	May 4, 2009	May 11, 2009
Fall	August 4, 2009	August 11, 2009
Winter	November 4, 2009	November 11, 2009

NAEP
National Association of
Educational Procurement

Dear product and service providers to the higher education community,

If you haven't leveraged your organization's relationship with NAEP, then you haven't planted the seeds for success in higher education. With a membership of more than **1,500 institutions and over 5,500 key decision makers and influencers**, becoming a part of the NAEP community is your company's best opportunity to firmly root your business in higher education.

Get on the active radar of those individuals responsible for BILLIONS of dollars spent every year in product categories including:

- Technology
 - Communications
 - Building Products
 - Scientific Equipment
 - Medical Equipment & Supplies
 - Athletic Training Supplies
 - Security
 - Furniture
 - Lighting
 - Electronics & Peripherals
 - Moving & Relocation
 - Financial Services
 - MRO
 - Automotive
 - Procurement Cards
 - Travel Services
 - Express Delivery & Freight
 - Professional Services
- ... and more!



It's clear that your organization needs to become part of the NAEP community if you are serious about the higher education market. Whether it's advertising in the voice of the profession, our quarterly magazine the *Educational Procurement Journal*, a Business Affiliate membership in the association, a booth at the Annual Meeting or a unique, high-impact sponsorship, there are plenty of options for you to choose that will allow you to engage our members in productive and measurable ways.

Penton Media, our publishing partner for the *Educational Procurement Journal*, is working with us to help you understand the options so that together we can create a best-in-class market reach program into higher education. We look forward to working with you, and our members look forward to getting to know your products and services.

Best Regards,

Doreen Murner
Chief Executive Officer, NAEP

2009 Editorial Calendar

The *Educational Procurement Journal* is the best opportunity to promote your company to the higher education market. Associate your company with the most respected professional association serving educational institutions nationwide.

The *Educational Procurement Journal* is the prominent voice for procurement in education.

Get high-impact mindshare with linkage to the array of NAEP events targeted to this key group of educational buyers:

- The Annual Meeting in Providence, RI, in April 2009
- The Fall Regional Meetings held nationwide in 2009

SPRING

Annual Meeting Issue



- Globalization
- Top 10 Pitfalls of International Purchasing
- Art of Attending Trade Shows
- Access Controls, a Phased Approach to Standardization
- Dealing with Difficult People
- Roamin' with Yeoman (Procurement Leading Recycling Efforts)
- Heard on the Streets (How to Move Up in the Field)
- Best & Final

Bonus Distribution: NAEP Annual Meeting & Expo, April 19-22, Providence, RI

SUMMER

Leadership Issue



- Leadership view by incoming NAEP Board President, John Riley, Arizona State University
- Online Contracts/Campus Marketplace
- Basics of Payables/Payment Terms/Freight Terms
- Evolution or Revolution
- Heard on the Streets (Nominating Your Peers)
- Best & Final

FALL

Partnering With The Community



- Connecting to the Community
- Preparing for Disasters
- Cross-functional Teamwork
- Roamin' with Yeoman
- Heard on the Streets (Skills for the Successful Purchasing Professional)
- Best & Final

WINTER

Wired Through Procurement



- Sustainability ROI
- IT Procurement
- P-Card Recertification
- Evolution or Revolution
- Heard on the Streets (Office Politics, Benefits of Socializing in the Workplace)
- Best & Final

Display Advertising

Fractional and full-page advertisements accepted. See back page for rates and frequency discounts.

Case Histories - \$1,040 gross for Advertisers \$1,355 gross for Non-Advertisers

This includes a 300-word write-up with a focus on a product or product-application with two images (300 dpi) approximately the size of a 1/2-page horizontal ad in four-color.

Custom High-Impact Advertising

Belly bands, cover wraps, tip-ins, inserts, and outserts - consult publisher for details.

Annual Meeting Issue Sponsorship - \$5,000 gross

Increase your company's exposure by sponsoring the 2009 NAEP Annual Meeting issue. The sponsorship package includes a full-page ad, one half-page case history or 250-300 word advertorial, add flash to your digital ad (up to 25 GB), and 500 copies of the magazine for your booth.

According to a recent study: 92% of attendees said they visit a supplier in the exhibit hall whom they were not familiar with prior to coming to the Annual Meeting.



Digital Upgrade Opportunities*

For \$500, add any one of these enhancements to your ad in the digital edition:

- Flash Ad (up to 25 GB)
- Audio
- Video
- Zoomerang Survey

* Sold on a per issue basis, please check with your sales representative regarding digital inventory.

Digital Edition Sponsorship

Educational Procurement Journal Online*

The *Educational Procurement Journal*, the voice for the procurement profession, is now taken to new heights with the launch of our electronic version. Using digital publishing technology that enables us to engage the reader at a deeper level, it is easy and fun to navigate through rich-media content such as video, audio and hyperlinks, making the *Educational Procurement Journal* a more vital and dynamic resource than ever before!

The digital edition is sent to approximately 7,000 procurement professionals and others allied to the field via email each quarter. An animated gif which is linked to the current issue is always available on the NAEP home page, and is also distributed to all business affiliates, encouraging them to include it on their websites.

Digital Edition Sponsorship - \$8,000 net

A one-of-a-kind opportunity to sponsor NAEP's key communication piece to NAEP members. This sole sponsorship would be the exclusive digital sponsor of the *Educational Procurement Journal*. Sponsorship includes:

- 1 full-page print/digital ad in the *Educational Procurement Journal*
- One half-page case history or 250-300 word advertorial
- Free flash in your ad in the digital edition (up to 25 GB)
- A maximum of six toolbar ads throughout the publication with logo (see example below)
- 3-month promotion on NAEP home page with thumbnail of issue, description and hyperlink
- Custom loader - your logo is on display while users wait for the digital magazine to load.



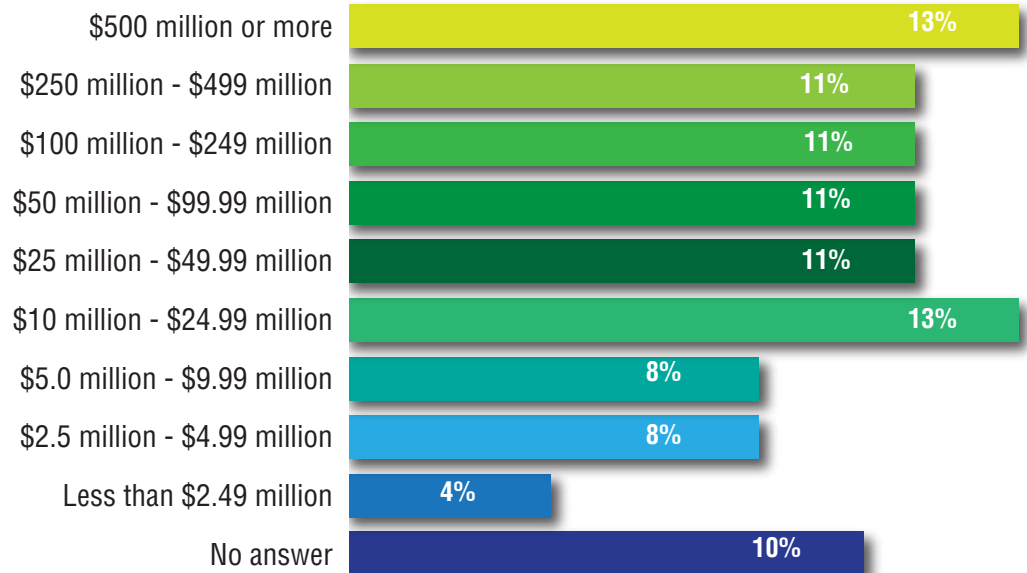
Custom Loader
Readers' first impression of the publication is via your sponsorship logo while the digital magazine is loading.



Six digital ad positions are available in the online version of *Educational Procurement Journal*.

* must be a print advertiser to access these opportunities.

Subscribers' organizations spent a median \$75.0 million in 2007.*



Subscribers are involved in purchasing a variety of products and services.*

Product/service category	Percent involved
Office equipment and supplies	74%
Furniture	72%
Furnishings	64%
Computers	55%
Communications (including wireless)	54%
Electronics and peripherals	53%
Computer software	52%
Multimedia	49%
Building products	48%
Lighting	47%
Security/life safety/emergency response	47%
Grounds maintenance	47%
Automotive products and services	47%
Athletic equipment	46%
Door/entry systems	45%
Food service equipment	45%
Network infrastructure and cabling	43%
Medical equipment	42%
Transportation and freight service contracts	37%
Energy management products	37%
Financial services	35%
Travel contracts	33%
Construction equipment	32%
Park and recreation products	30%
None of the above	5%
No answer	2%

Subscribers are avid readers of the *Educational Procurement Journal*.*

41 minutes

Respondents spend an average of 41 minutes reading each issue.

8.8 months

Average shelf-life of each issue. Respondents who save their issues indicate they typically keep the publication for 8.8 months.

Passed-along 3.5 times

Nearly half of respondents (43%) indicate they share their issues with others. These respondents pass their issues along to an average 3.5 other people.

Total Reach: 25,050

*SOURCE: 2008 National Association of Educational Procurement Subscriber Profile

Display Rates (gross)	1X	4X	10X
Full Page	\$2,896	\$2,626	\$2,418
2/3 Page	2,236	2,028	1,867
1/2 Island	1,851	1,680	1,555
1/2 Page	1,726	1,560	1,440
1/3 Page	1,186	1,082	993
1/4 Page	931	842	785
1/6 Page	681	614	572

Color:

Four Color \$945 Spread Four Color \$1,500
Two Color \$555 Spread Two Color \$865

Business Affiliate Members receive a 10% discount.

* Add digital upgrades for \$500, see Digital Upgrade Opportunities, page 3.

Specifications and Mechanical Data

Display Ad Dimensions:	Wide	Deep
Full page	7"	10"
2/3 page	4.5"	10"
1/2 island	4.5"	7.375"
1/2 page, horizontal	7"	4.75"
1/2 page, vertical	3.25"	9.75"
1/3 page, square	4.5"	4.75"
1/3 page, vertical	2.1875"	10"
1/4 page	3.25"	4.75"
1/6 page	2.1875"	4.75"
Full page, bleed	8.125"	11.0625"
Magazine Trim Size	7.75"	10.75"

Bleed: Keep live matter .375" from gutter and trim edges
Head trim is .1875"
Full page: 8.125" wide x 11.0625" deep
Spread: 16.25" wide x 11.0625" deep

Digital Advertising Specifications

Educational Procurement Journal uses computer-to-plate technology for all printed material. Advertisers should supply digital files using the standardized file formats as listed below. All fonts and graphics must be included in the file.

Platform: Macintosh or PC accepted.

Files Accepted: Press Optimized PDF preferred (Prepress high res. Please be sure to embed all fonts). Postscript files, QuarkXPress, Adobe Illustrator or Adobe Photoshop.

Fonts: Please provide all fonts used in the file. Truetype fonts are not accepted and will be replaced with a substitute. Postscript fonts are preferred. Postscript fonts are made up of two distinct components – the screen font and the printer font. Please supply both components.

Graphics: Color images need to be in CMYK format. Images should be saved in either TIFF or EPS format. All linked graphics need to be included in file. Convert text to paths whenever possible in artwork created in an illustration application. Minimum resolution required for images is 300 dpi for full color artwork or grayscale and 1200 dpi for bitmap.

Color: Send all files in CMYK mode unless a Pantone color is running. RGB files must be converted to CMYK. If a Pantone color is running, please specify the color with the order. *There is an extra charge to run a Pantone color; it is considered a fifth color and requires an additional unit on press.

Color Proofs: Must be sent with the file. Kodak Approvals, matchprints and color laser proofs are acceptable.

Insertion Orders can be faxed to Chris MacAdam at 913.514.7109

Files and proofs can be sent to:

Penton Media, Inc.,
Educational Procurement Journal/Ad Production Manager
Penton Media, Inc.
9800 Metcalf Ave.
Overland Park, KS 66212
Phone: 913.967.1389

Files can be uploaded to: www.digitaladscmg.com

Click on: submit digital ad.

Complete all fields.

Choose: *Educational Procurement Journal* from magazine drop down menu.

Questions? Contact your Local Sales Representative

**CO/CT/DC/DE/KY/MA/MD/ME/NC/
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WY/ Eastern Canada**
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Target Audience

Key subscribers are Directors of Procurement and senior level procurement officials who buy the products and services used to run educational institutions. Responsibilities include, but are not limited to, technology including software, security, facilities/buildings including resident housing, contract services, grounds, fleets, foodservice, healthcare, insurance and financial services including procurement card programs with a mandate of quality and environmental responsibility.

Subscription Criteria

The *Educational Procurement Journal* serves the educational procurement/purchasing field including local and national members of the National Association of Educational Procurement. Recipients include higher education both public and private, school districts, private schools and others allied to the field.

Purpose

This sworn statement serves as the source of information regarding the circulation coverage of the *Educational Procurement Journal*.

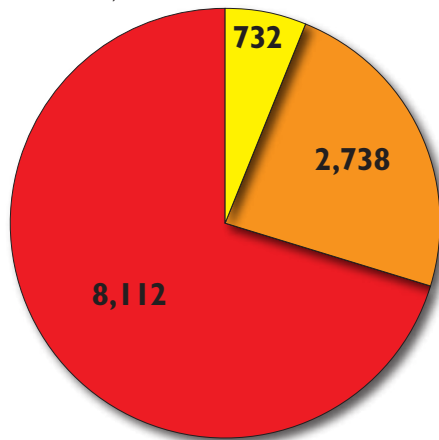
Breakout of Circulation - June 2008

Circulation by Source

NAEP Association Members: 8,112

MDR list of
Universities: 2,738

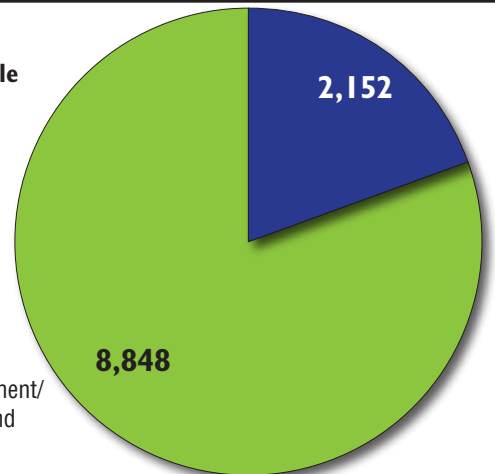
American School
& University
and Government
Procurement
Subscribers: 732



Circulation by Title

Chief and Associate
Financial/Business
Officer including
Vice Presidents
of Finance, Finance
Directors,
Business Directors,
Contracting Officers,
Deans: 8,848

Purchasing/Procurement/
Facilities Directors and
Managers: 2,152



Publisher's Own Data, June 2008.


Sample List of Subscribers

Director of Purchasing Alabama State University
Director Business Service San Diego State University
Chief Finance Officer Alaska Pacific University
Director of Finance San Joaquin Delta College
Senior V.P. Chief Finance Officer Albany Medical College
Director Santa Clara University
V.P. for Finance Baldwin Wallace College
Vice President Business Planning Seattle Pacific University
Purchasing Agent Ball State University
Director of Purchasing Southeastern Louisiana University
Director of Purchasing Baltimore International Culinary College
Senior Purchasing Agent Southern Methodist University
Regional Manager Barnes & Noble College Bookstores Inc.
Treasurer St. Johns College
Senior V.P. for Finance Baylor College of Medicine
Chief Financial Officer Stanford University
Director of Purchasing Brigham Young University

Purchasing Manager Stetson University
Director of Purchasing Brown University
Senior Purchasing Agent Syracuse University
Business Manager Cape Fear Academy
Assistant Director Purchasing Tennessee State University
Director of Purchasing Cape Fear Community College
Senior Buyer Texas A&M University
Director Student Accounts Capital University
Senior V.P. For Finance Texas Southern University
Manager Procurement Services Devel Carnegie Mellon University
Director of Purchasing The Citadel
Director Procurement Services Case Western Reserve University
V.P. For Finance Admin The Juilliard School
Director of Purchasing Chicago State University
Director of Facilities Admin Texas A&M University System
Director of Purchasing Texas Woman's University
Contracting Officer Tidewater Community College

Publisher's Affidavit

We hereby make oath and say that all data set forth in this statement are true.



John DiPaola, VP/Group Publisher



James D. Cowart, Senior Audience Marketing Manager