



2020 MEDIA KIT



REACH SCHOOL FACILITY MANAGERS, EDUCATIONAL INSTITUTION DECISION MAKERS, AND EDUCATIONAL PRODUCTS PROFESSIONALS DIRECTLY ON EDMARKET.ORG

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ABOUT MEMBERSHIP EVENTS PUBLICATIONS RESOURCES/STORE MEMBERSHIP DIRECTORY LOGIN

EDUCATION MARKET ASSOCIATION
essentials
MAGAZINE

FEATURED EVENTS

- November 11-13, 2020
EDspaces
Call For Presentations Now Open
Submission Deadline: 3/10/20
EDspaces Scholarships Available
Application Deadline: 4/20/20
- July 6-10, 2020
Staff Development for EDUCATORS
National Conference
Exhibits managed by Edmarket
- December 17, 2019
Annual Meeting
Recording Available

NEWS

- 02/05/20 EDspaces 2020 Scholarships Available for Education Administrators Focused on Student Success
- 01/29/20 2020 Fresh Perspectives for EDspaces 2020 - Call for Presentations Now Open
- 01/16/20 Essentials Magazine Relaunched for Digital World
- 11/21/19 Distinguished Service Award Winner Julie Price Credits Women Leaders
- 10/29/19 Educational Experiences for Exhibitors Design to Lead Sales
- 08/12/19 Three Innovat Cafe

Higher Ed: Getting Technology a Seat at the Table During the Design Phase
Web., February 19, 2020
1:00 PM EST
Learn More

Tweets by @EDmarket

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About EDmarket:

EDmarket connects companies of all sizes that produce and deliver every type of product you find in an education environment with the Key Decision Makers (Directors of Operation, Budget and Finance Officers, Business Partnership and Grant Coordinators, Directors of Facilities, and more) within Schools and Colleges. Founded in 1916, EDmarket promotes an open market for quality educational products and services that are produced and delivered by professional suppliers and dealers.

Pricing:

A. Rotating Banner

728 x 90 pixels.
10 available. Run of site.
\$5,000/Year

Need help with ad design?
Our graphic services are included.

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**The Featured Content Position will also be included in monthly email communications.

INTERIOR PAGES

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ABOUT MEMBERSHIP EVENTS PUBLICATIONS RESOURCES/STORE MEMBERSHIP DIRECTORY LOGIN

BROWSE MEMBERSHIP

- Home
- Member Login
- Categories & Benefits
- Education Channel
- Suppliers
- ADD Support Services
- Education Exhibitions
- Leadership

Membership

The Education Market Association (EDmarket) promotes an open marketplace for quality educational products and services. EDmarket is your advantage in the marketplace, providing events, opportunities, resources and leadership. Owners, presidents/CEOs, management, and sales forces have common interests and needs to grow and expand their business.

Build a stronger future for your business. Become an EDmarket member and leverage value-added resources to your advantage.

Click/tag on the sections below to reveal more information:

- EXPOSURE**
Get your brand, your products, and services that reach your business forward.
- NETWORKING**
It's not just WHO you know, it's who knows YOU. Networking is Powerful.
- BE IN THE KNOW**
Receive exclusive and advance notice of market news, making you an industry "Pro".
- REFERRALS**
We only offer member businesses. Word of mouth and direct referrals come from a select number of EDmarket.
- CREDIBILITY**
Place your reputation by participating in our growing content for industry events, publications, and our group.
- SHAPE YOUR COMMUNITY**
Your investment helps us continue to build the best environment for your business and its employees.
- CONTINUOUS LEARNING**
Have your business engaged and motivated and access to our member only events and programs.
- EDUCATION**
Gain access to Member Exclusive Content to help grow your business.

MEMBER EXCLUSIVE BENEFITS

The Education Market Association (EDmarket)
8380 Colleville Rd, Ste 200
Silver Spring, MD 20910
Privacy Policy | Terms

Customer Service
Phone: 800.395.5550
Fax: 301.495.3330
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REACH ATTENDEES OF THE EVENT FOR CONNECTING KEY STAKEHOLDERS IN CHARGE OF LEARNING ENVIRONMENTS WITH THOSE OFFERING EXPERIENCED SOLUTIONS.

EDSPACES HOMEPAGE

INTERIOR PAGES



About EDspaces:

At EDspaces the accredited professional development program showcases industry thought-leaders exploring challenges and opportunities faced by those responsible for creating the spaces for student success. Professionally designed and outfitted classrooms provide an experiential learning environment unlike any other conference in the education marketplace.

Pricing:

A. Rotating Banner

Homepage: 300 x 250 pixels.
Interior Pages: 728 x 90 pixels.
10 available. Run of site.

\$5,000/Year

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REACH OVER 35,000 KEY PURCHASING DECISION MAKERS AND INFLUENCERS FROM PRE-K TO HIGHER ED

EDSPACES INSIGHTS



January 2020 Issue
VIEW/SHARE WEB VERSION

The mission of *EDspaces Insights* is to contribute to the advancement of future learning environments that build a foundation for student success. Be part of the conversation by submitting an *EDspaces 2020* education session proposal. Submission Deadline: 3/10/20

HEALTHY CLASSROOMS



How Buildings Teach Kindness

Pamela Harwood | Grant Ley | Robin Randall | Marcel Robinschon

Discover how research from the neurosciences greatly improves our understanding of how architecture shapes behavior, how multisensory experiences create meaning essential for learning, and how architectural space expresses emotions that can enhance or impede social interaction.



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LEARNING ENVIRONMENTS



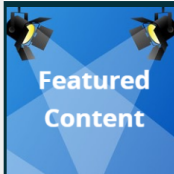
Supporting 21st Century Workforce Competencies

Laine Eichenlaub | Marianne Melling | David Reid

It's time to take a hard look at what today's companies in the global economy are demanding of its workforce, and put a full-court press on designing the learning environments that will help students and educators keep these critical skills at the forefront of every day learning.



SPOTLIGHT



Featured Content

Upcoming Technology Webinar

Feb. 19 at 1 pm (EST) in partnership with AVIXA
EDmarket President/CEO Jim McGarry will lead a spirited discussion on how student demands are driving AV requirements for higher education institutions. Hear perspectives from Mark Russell, Manager of Learning Spaces and Technology Services at Indiana University and Shawn Galtner, a Principal at DLR Group on the roles, partnership opportunities, and decision timeline for technology needs in new spaces.



EDSPACES



EDspaces 2019 Breaks Records

Revisit all the excitement of EDspaces 2019. Attendee registration was up 16% over the prior year as school and college decision makers and influencers gathered to collaborate on building the best learning environments.

Mark Your Calendar for EDspaces 2020: Nov. 11-13 in Charlotte, NC.



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B

The Education Market Association (EDmarket) connects people who want to succeed in the education market by providing wealth, resources and leadership to those who serve education.

Unsubscribe from EDspaces Insights/manage your account

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About *EDspaces Insights*:

EDspaces Insights is a monthly digital publication to help increase readers' knowledge of best practices and understand effective methods of maintaining and optimizing learning environments. Original content from industry thought-leaders is featured in each edition covering a wide range of topics such as planning, design, financing, construction, capital improvement, maintenance, and operations. *EDspaces Insights* is delivered to 35,000+ architects, designers, distributors, manufacturers, and key purchasing influencers at schools and colleges.

Pricing:

A. Body Banner

600 x 75 pixels.

\$2,500/Quarter

\$7,000/Year

B. Box Banner

180 x 180 pixels. 3 Available

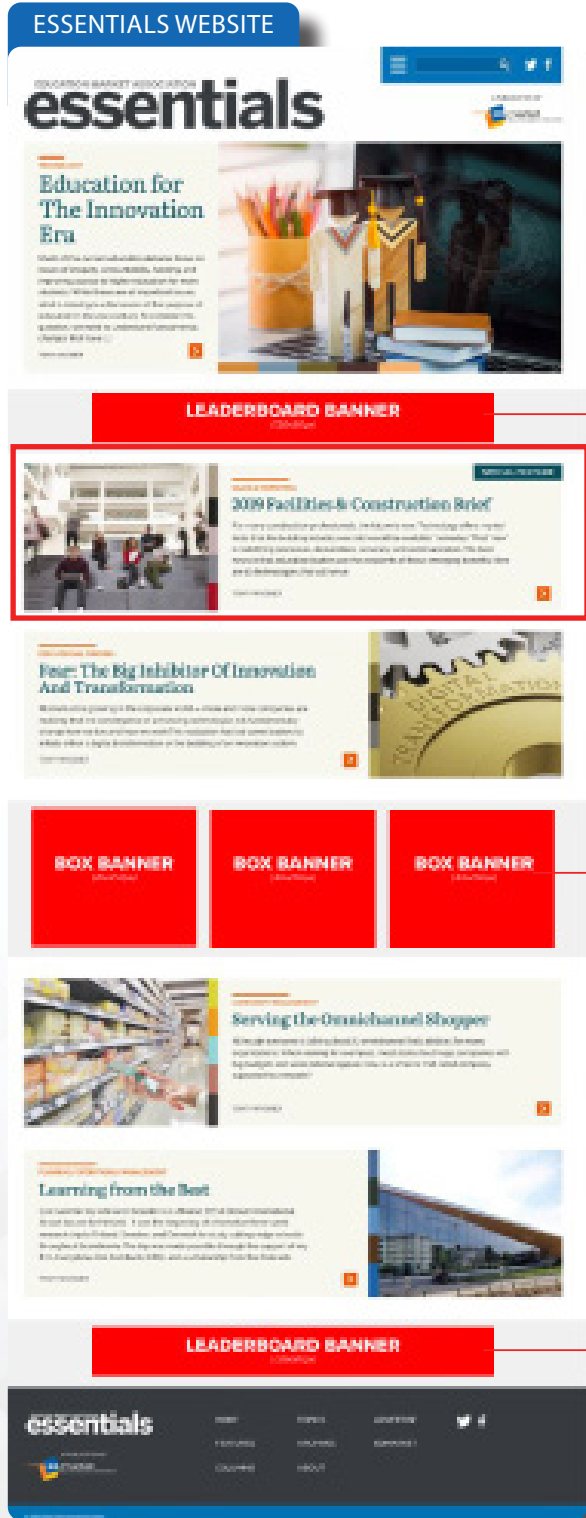
\$1,500/Quarter

\$5,000/Year

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REACH KEY DECISION MAKERS WHO NAVIGATE TO THE ESSENTIALS MAGAZINE WEBSITE FOR THE VERY LATEST TRENDS IN EDUCATIONAL RESOURCES & LEARNING ENVIRONMENTS



About Essentials :

Essentials Magazine, EDmarket's flagship publication serving the industry for over 100 years, is now on a web-based platform. With articles, authors, and topics easily accessed through Google and other search engines, EDmarket is providing unlimited exposure for knowledge experts to share ideas, case studies, and research findings on the future of learning — and to view your ad!

Essentials is now available to the entire educational products marketplace — an email list of 35,000+ education industry professionals and purchasing influencers. If you service and sell to schools, parents and teachers, there is no better choice for getting in front of your marketplace than on the Essentials Website!

Pricing:

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728 x 90 pixels.
6 available. Run of site.

\$2,000/Quarter
\$5,000/Year

B. Featured Content*

Article Title: 100 Character Max
Article Synopsis: 250 Character Max
Article Body: Up to 5,000 Words
Article Image: 350 x 270 pixels.

1 available. Run of site.

\$3,500/Quarter

C. Box Banner

300 x 250 pixels.
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\$1,500/Quarter
\$3,500/Year

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REACH THE INBOXES OF MORE THAN 2,000 EDmarket MEMBERS EACH WEEK



ESSENTIALS WEEKLY

ESSENTIALS WEEKLY

News and Trends that Impact the Educational Products Marketplace

January 14, 2020

TOP BODY BANNER
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TOP STORY

5 K-12 Trends to Watch in 2020

The past year saw continued investment by states and districts in the additional decision-making freedom allowed under the Every Student Succeeds Act, particularly when it comes to requirements on providing a "well-rounded" education, as well as ongoing concern over efforts to harden school security. From new approaches to assessment to rethinking what defines classrooms, instruction and professional learning, here are five trends to watch in 2020. (source: Education Dive)

[Read More](#)

TOP BOX BANNER
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Association News

TEACHING TOOLS

Desperate Things Teachers Do for Classroom Supplies

Like nearly all teachers in America, Becky Cranson spends her own money to buy supplies for her students. Working in a rural school district in Michigan, she shells out at least \$1,000 a year for pencils, books, journals, glue sticks, tissues and much more. But opening her wallet without reimbursement is only a small part of what she — and many others in America's corps of 3.2 million teachers — do to secure classroom supplies they can't get from their schools or from students' families. (source: Washington Post)

[Read More](#)

Webinar: Planning Capital Projects from the IT Perspective

Presenters: Jeff Dayton, The Madeira School; Jeff Mozdzierz, Oakland Schools; and Christine Lovellian, ATUS

EDUCATION SPENDING

What Democratic Candidates Want vs. Reality

Democratic candidates for president in 2020 are making big promises about what they'll spend on K-12 education. In fact, four candidates have made the same pledge to triple Title I, the single-largest program for public schools at the U.S. Department of Education, which has a \$72.8 billion budget. Another candidate has pledged to quadruple Title I. But what's less prominent is how much those areas already get in federal funding, quadrupling Title I would bring spending on that program alone to \$95.2 billion. So what are those gaps between grand plans and reality? (source: Education Week)

[Read More](#)

Webinar: Planning Capital Projects from the IT Perspective

REGISTER NOW!

EDUCATION TRENDS

Lessons Learned at Khan Academy in Last Decade

A lot has changed over the last decade, but it's interesting to look at things that haven't changed too. Sal Khan, founder of the Khan Academy, made three assumptions back in 2010 that still hold sway today. In this commentary Khan details those assumptions, including that students need to "work at their learning edge." Although he didn't know it a decade ago, he now understands those assumptions are enduring. They inform his day-to-day work as well as the important lessons he'll take forward for years to come. (source: EdSurge)

[Read More](#)

BOTTOM BOX BANNER
(180x180px)

SALES & MARKETING

5 Awesome Tips to Level Up Your Social Media Strategy

Social media is governing our lives. Of the 7.7 billion people in the world, nearly 3.5 billion use social media. In other words, roughly one in two people across the globe access popular social media platforms like Facebook, Instagram, Twitter, and YouTube. Further, the world's population spends an average of 2 hours and 23 minutes per day on social media platforms. A majority of people use social media to stay up-to-date with the current events, connect with people, access engaging content, and (most importantly!) research or find products. (source: Business2Community.com)

[Read More](#)

Important Dates

1/21-22/20 | EDspaces Planning Committee Meeting

1/29/20 | Webinar: Planning Capital Projects from the IT Perspective

7/6-10/20 | BDE National Conference

11/11-13/20 | EDspaces

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If you no longer wish to receive Essentials Weekly in the future, please [opt-out here](#). If you would like to unsubscribe from receiving all EDmarket email communications, please [click here](#).

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About Essentials Weekly:

Delivered to more than 2,000 members' email inboxes every Tuesday, *Essentials Weekly* is a weekly e-newsletter for members to receive the very latest industry and education market news. Get in front of the members of the Education Market Association — key leaders influencing curriculum, facilities, and ultimately, student outcomes.

Pricing:

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\$6,000/Year

B. Top Box Banner

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\$2,000/Quarter

\$6,000/Year

C. Bottom Body Banner

468 x 60 pixels.

\$1,800/Quarter

\$5,400/Year

D. Bottom Box Banner

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\$1,800/Quarter

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