



SchoolFacilities.com
Our name is your business.

2007 Media Guide

Since 1999 SchoolFacilities.com has been the leading online information resource for school facility managers, administrators, architects and suppliers. The people we reach are responsible for managing, maintaining, planning, designing and constructing facilities for K-12 and higher education in the United States and abroad.

Throughout our web site and weekly eNewsletter readers find:

- Insightful articles
- Industry reports
- Case studies
- Timely news
- Product and service information

We understand the important role that our information plays in helping facility professionals perform their jobs. We also understand the role suppliers like you play in meeting the needs of this demanding marketplace.

This Media Guide will help you harness the power and reach of SchoolFacilities.com in 2007.

Please review the enclosed Media Guide information for an overview of our advertising opportunities and capabilities.

**For more
information**

Phone: 714-279-7933
Fax: 714-279-3987
info@SchoolFacilities.com
www.SchoolFacilities.com



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The SchoolFacilities.com Advantage

We've been studying how your prospects use the web to find facility information. Now, we know what will make them request your product!

HERE'S HOW WE CAN INCREASE YOUR BUSINESS:

Reach decision makers

SchoolFacilities.com is the #1 Internet destination where educational facility decision makers source products. Every month, we receive over 55,000 user sessions - and each week, our eNewsletter "pushes" the latest school facility news and product information to more than 20,000 subscribers.

Sales leads in hours..not days

We drive qualified prospects to your advertising and editorial on SchoolFacilities.com and when they request more information you receive the lead within minutes.

Educate your prospects

We've surveyed our readers and they want to learn about your products through quick and easy-to-read information. At SchoolFacilities.com you can publish your white papers, articles and other editorials or, if you're like most of our customers, we'll write them for you.

We're an extension of your marketing department

Let our experienced copywriting and graphic design teams create a highly targeted case study, white paper or product sell sheet for you. Whether you need an online banner ad or a traditional printed piece of literature, we have the capabilities.

Facilities Research

With thousands of loyal subscribers and daily activity on our web site, we have a powerful research tool at our disposal. Our market research team can use this tool to conduct online and telephone surveys, in-person focus groups, data analysis and complete market research reports.

E-Commerce

SchoolFacilities.com readers asked us to open an online store and we did just that. You provide the images, specifications and pricing—and we provide an easy to use e-commerce system with plenty of willing buyers.

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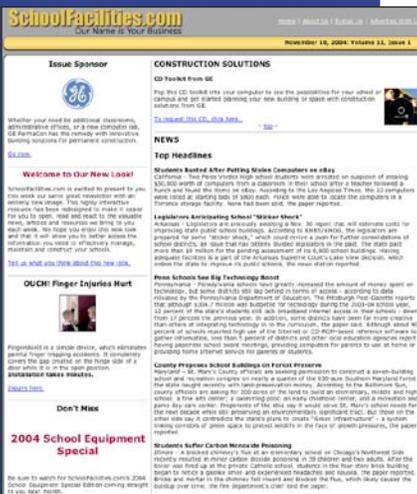


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FacilityWise eNewsletter Advertising

The **SchoolFacilities.com** weekly eNewsletter is published twice a month and distributed electronically to more than 20,000 subscribers. This publication features editorial from a variety of school facility experts, useful facts and figures, featured products, key industry developments and news of upcoming events. Since 2002, the SchoolFacilities.com eNewsletter has been responsible for generating thousands of inquiries each year for products advertised.



Exclusive Sponsorship \$2,250 | issue

- Premier placement of logo and company description
- Featured product and/or article in issue and on web site
- Featured product/article landing page with link from eNewsletter
- Customizable contact form and automatic lead forwarding

Featured Product \$ 945 | issue

- Logo or product image placed in feature section
- Product description
- Featured product landing page with link from e-Newletter
- Customizable contact form and automatic lead forwarding

Featured Case Study \$ 945 | issue

- Case study, white paper or article in feature case study
- Logo placement with content
- Custom content landing page with link from eNewsletter
- Customizable contact form and automatic lead forwarding

Banner Advertisement \$ 725 | issue

- 468 x 60 advertisement in feature section
- Advertisement landing page with link from eNewsletter
- Customizable contact form and automatic lead forwarding

Literature Fulfillment Call for pricing

- Automatic forwarding of your sales brochure, specification sheets or information upon request by prospect
- E-mail notification of successful delivery

Multiple placement discounts available, ask your account representative for details.

For an online demonstration of eNewsletter advertising placements - call (714) 279-7933 or email advertising@SchoolFacilities.com

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Web Site Advertising

At SchoolFacilities.com we've created a special online advertising strategy that goes far beyond just banner placement. Customers want quick, easy-to-read content and fast response time when they request information. Advertisers want brand exposure and qualified sales opportunities before the competition gets them. We've got the technology and visibility to make both of these happen.

Choose one or a combination of the following positions and request pricing from your account representative today:

Search Engine Marketing

Your products, articles and contact information are seen top in search results throughout SchoolFacilities.com.

Top Level Sponsorships

Maximum visibility. Top positioning on the home page, in search results and throughout your product category. Also includes eNewsletter sponsorship, marketing services and special promotion on the SchoolFacilities.com trade show booth.

Featured Content

Special positioning of your product information, white paper or case study throughout the web site. Includes a landing page, images, key words, contact information and customizable contact form.

Banner Ads

Static or animated banner positioning throughout the web site. Link to a special detail page at SchoolFacilities.com or directly to your URL. Sizes: 468 x 60 | 180 x 180 | 180 x 80

Enhanced Listings

Enhanced listing includes 50-word company description, contact information, logo and link to your custom landing page. Landing page includes company details, additional images, contact information, outside links and related content featured in corresponding text boxes.



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Marketing Services

More than advertising.

From concept to design, the marketing team at SchoolFacilities.com can produce highly targeted sales literature, print and electronic advertisements, market research, case studies, white papers and a variety of other essential business communication tools. Whether you have a single project or need a turnkey marketing program, SchoolFacilities.com can meet your needs.

HERE'S A SAMPLE OF SOME OF THE SERVICES WE OFFER. CONSULT YOUR ACCOUNT REPRESENTATIVE FOR ADDITIONAL INFORMATION AND PRICING.



Case Studies, White Papers, Copywriting—Our Most Popular Services

Our writers interview your clients and create compelling case studies, white papers or editorials about your products or services. All pieces are delivered to you print and web optimized.

Sales & Marketing Literature

Highly targeted marketing pieces with eye-catching designs. From a single sell sheet to a complete capabilities brochure, we have the resources to provide you with a turnkey program.



Market Research and Focus Groups

SchoolFacilities.com can organize and facilitate focus groups, prepare research papers and help you utilize the information gathered to accomplish your business strategy. Online and offline surveying and product testing are also available.

Search Engine Optimization

Google, Yahoo and other powerful search engines can drive new customers to your web site without driving your budget into a hole. We're experts at online marketing and can help you become the same. Our services range from basic consulting/training to implementing and overseeing your entire search engine marketing effort.

Web Design and Online Marketing

Communicate with your customers through a new web site – complete with its own eNewsletter – designed by the same team of developers who created SchoolFacilities.com.

Our marketing services go far beyond what you see on this page. Please contact your account representative for more information or e-mail marketing@SchoolFacilities.com.

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Subscriber Demographics

Who's using SchoolFacilities.com?

Architects, engineers, administrators and facility managers from schools and universities throughout the U.S. and abroad.

U.S. SUBSCRIBERS BY REGION

| Region | # subscribers |
|--------------|---------------|
| Northeast | 1,950 |
| Mid-Atlantic | 2,546 |
| Southeast | 3,314 |
| Mid-west | 2,670 |
| West | 6,684 |

SUBSCRIBERS BY PROFESSION

| Subscribing to SchoolFacilities.com | # subscribers |
|-------------------------------------|---------------|
| Facility Managers | 3,410 |
| Facility Department Staffers | 5,900 |
| Administrators | 4,225 |
| Architects/Engineers | 5,540 |

According to a recent survey, **90%** of SchoolFacilities.com subscribers feel that our web site and newsletter are **reliable and timely** sources of information.

Subscriber demographics do not account for incomplete subscriber profiles.

SUBSCRIBERS GROWTH

| | |
|------|---------|
| 2002 | 13,278 |
| 2003 | 15,066 |
| 2004 | 16,276 |
| 2005 | 19,059 |
| 2006 | 20,544 |
| 2007 | 23,400* |

*(projected)

HERE IS A LOOK AT OUR SUBSCRIBERS BY LOCATION AND TITLE:

Colleges, Universities: Berkeley, Purdue, UCLA, Princeton, Georgetown, Cornell, University of Maryland, Penn State, Georgia Tech, Southern Methodist University, Arizona, USC, CSU, University of Florida, University of Kentucky, Pepperdine, UNLV, University of Idaho, University of Miami, Duke, Northwestern, MIT, Indiana University, Colorado State, Seattle University, University of Wisconsin, College of Charleston, Baylor, Boston College and Emory.

Public & Private Schools: Los Angeles Unified, Fortbend ISD, Forsyth County Schools, Texas Ed Agency, Richmond Public Schools, Columbus Public Schools, Baltimore County Public Schools, NYC Dept. of Education, Elizabeth Board of Ed., Miami-Dade Public Schools, Phoenix Union HSD, San Diego USD, Columbus Public Schools, Boston Public Schools, Montessori Foundation, Cleveland Schools, Archdiocese of New York, Ventura County Schools, New Haven School District, West Virginia Department of Education, Salem Keizer Public Schools, Gresham-Berlow Schools

Architects: Perkins Will, WLC, Gilbert Architects, Edwin S. Darden Associates, Fields Devereaux Architects & Engineers, HMC, HMN Architects, Carter & Burgess, BNIM Architects, American Society of Landscape Architects, BAR Architects, American Architectural Foundation.



eBusiness Statistics

Evidence that eBusiness Can Change Your Business

At SchoolFacilities.com we pay close attention to the latest e-marketing trends, tactics and statistical data that are driving the staggering growth of eBusiness. From paid search results to behavioral targeting, the internet has become the medium of choice for B-to-B companies of all sizes.

The statistics to the right are powerful evidence that eBusiness is stronger than ever and a great place to invest your marketing capital, especially at SchoolFacilities.com

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US ONLINE ADVERTISING SPENDING (IN BILLIONS) 2000 - 2008



*Projected - Source e-Marketer & The Interactive Advertising Bureau (PriceWaterhouseCoopers)

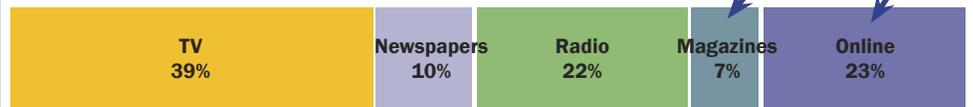
ADVERTISERS SPEND MONEY... CONSUMERS SPEND TIME

Advertising Spend vs. Media Time for 2005

Advertising Spend



Media Time



Source: Forrester's NACTAS 2006, Benchmark Survey, TNS Media Intelligence

USAGE: ALL SUBSCRIBERS

- 84% Prefer eNewsletters and web sites over print media to find new business
- 97% Find the SchoolFacilities.com eNewsletter & website informative
- 58% Open the eNewsletter the same day they receive it
- 39% Told or forwarded a copy of the eNewsletter to a co-worker or associate

Based on a 2005 telemarketing survey of SchoolFacilities.com subscribers



Editorial Calendar

The 2007 SchoolFacilities.com FacilityWise eNewsletter is a bi-monthly publication that covers important topics such as maintenance, management, construction, cleaning, indoor air quality, energy and much more. Advertising is available in this publication as well as editorial from experts in the field of facilities management.

2007 FacilityWise Editorial Calendar

| Month | Issue Date | Vol. | Issue # | Editorial Focus |
|-----------|------------|------|---------|---------------------------------------------------|
| January | 1/15/2007 | v20 | i1 | Modular Design and Construction |
| | 1/29/2007 | v20 | i2 | SchoolFacilities.com Facilitywise eNewsletter |
| February | 2/12/2007 | v20 | i3 | Facility Management Technology |
| | 2/26/2007 | v20 | i4 | SchoolFacilities.com Facilitywise eNewsletter |
| March | 3/12/2007 | v20 | i5 | Cleaning Schools for Health |
| | 3/26/2007 | v20 | i6 | SchoolFacilities.com Facilitywise eNewsletter |
| April | 4/9/2007 | v21 | i1 | Green School Construction, Renovation, and Energy |
| | 4/23/2007 | v21 | i2 | SchoolFacilities.com Facilitywise eNewsletter |
| May | 5/7/2007 | v21 | i3 | Indoor Air Quality |
| | 5/21/2007 | v21 | i4 | SchoolFacilities.com Facilitywise eNewsletter |
| June | 6/4/2007 | v21 | i5 | Safe and Secure Schools |
| | 6/18/2007 | v21 | i6 | SchoolFacilities.com Facilitywise eNewsletter |
| July | 7/16/2007 | v22 | i1 | Construction: Issues, Options, and Alternatives |
| | 7/30/2007 | v22 | i2 | SchoolFacilities.com Facilitywise eNewsletter |
| August | 8/13/2007 | v22 | i3 | BACK TO SCHOOL Edition |
| | 8/27/2007 | v22 | i4 | SchoolFacilities.com Facilitywise eNewsletter |
| September | 9/10/2007 | v22 | i5 | Disaster Preparedness: Is Your School Ready? |
| | 9/24/2007 | v22 | i6 | SchoolFacilities.com Facilitywise eNewsletter |
| October | 10/9/2007 | v23 | i1 | Transportation |
| | 10/22/2007 | v23 | i2 | SchoolFacilities.com Facilitywise eNewsletter |
| November | 11/5/2007 | v23 | i3 | Improving School Safety |
| | 11/19/2007 | v23 | i4 | SchoolFacilities.com Facilitywise eNewsletter |
| December | 12/3/2007 | v23 | i5 | School Equipment and Maintenance |
| | 12/17/2007 | v23 | i6 | SchoolFacilities.com Facilitywise eNewsletter |

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