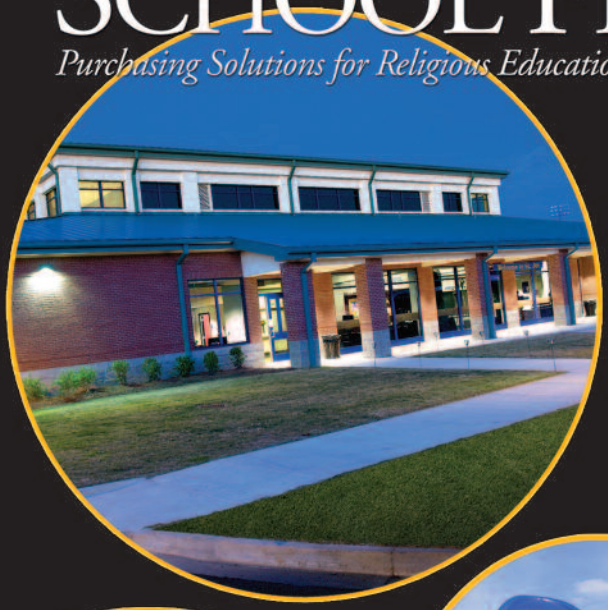
CHRISTIAN SCHOOL PRODUCTS®

Purchasing Solutions for Religious Education Facilities



2012 MEDIA GUIDE

Christian School Products is the premier source of information on products and services for growing Christian schools. Targeting private schools in the fastest-growing areas of the country, Christian School Products is the only magazine specifically designed for the religious school market. Through in-depth articles and comprehensive product showcases, Christian School Products provides guidelines for Christian school leaders to help them evaluate and purchase products and services for their facilities.

CONTENT

DEPARTMENTS

IN THE CLASSROOM
A focus on various components of the classroom, with purchasing guidelines and product information.

TECHNOLOGY
An examination of how technology is used and implemented within the Christian school.

ADMINISTRATOR'S CORNER
An in-depth look at the particular issues facing Christian school administrators, including a reader profile.

SCHOOL CONSTRUCTION
A case study of a school building project, detailing unique aspects, challenges and methods.

PRODUCT AND SERVICE GUIDE (PSG)
A category-specific product roundup on two different topics each month

PRODUCT SPOTLIGHT
A showcase of the latest and greatest products for the Christian school market.

Feature Focus
Feature articles in *Christian School Products* will focus on a variety of products and services for religious schools. Articles will include purchasing considerations, interviews with manufacturers, product trends and technology, and in-depth product reviews.

Buyer's Guide
To list your company in *Christian School Products'* Buyer's Guide, please go to www.cspmag.com.

Special Issues
Christian School Products presents several special issues throughout the year, including the **Green Issues (February and November)**, which incorporates environmentally friendly ideas into all of the editorial subjects; the **Top Products Issue (July)**, which spotlights some of the latest and greatest products to hit the market; and the **Back-to-School Issue (August)**, which features new classroom products as schools start a new year.

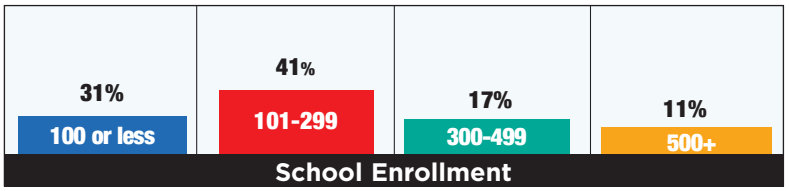
We covered over 46 million in construction stories in 2010/2011 for the private education market.

Supplements
In our continuing effort to serve the Christian school market, we are proud to offer four supplements to *Christian School Products*. These supplements are designed to help Christian school leaders stay informed and up-to-date on the most timely and relevant topics affecting these important areas of their educational facility operation.

CIRCULATION PROFILE
Christian School Products gets advertisers' products into the hands of 20,000 leaders that make buying decisions in today's Christian schools. We mail directly by name to principals, school administrators, and directors of some of the fastest-growing Christian schools in the country! We focus our circulation heavily on schools with enrollment of 100 or more students in the fastest-growing areas of the country. This combination allows us to target decision-makers at Christian schools with the most potential for growth.

Over $25 million will be spent on non-educational services in private schools alone.
Source: Market Data Retrieval

School Enrollment		% of Total
Schools with 500+ students		11%
Schools with 300-499 students		17%
Schools with 101-299 students		41%
Schools with 100 or less students		31%
TOTAL	20,000	100%



March 2012
ATHLETIC FACILITIES & EQUIPMENT
Detailing the various products needed to outfit a school gym and sports field.

June 2012
CURRICULUM SHOWCASE
Helping schools evaluate their options as they select curriculum across all subjects.

July 2012
SCHOOL SECURITY & SAFETY
Giving the most up-to-date technology and products for keeping schools safe.

September 2012
SCHOOL PLAY
Assisting school leaders with the selections of the best equipment, surfacing, and accessories for their playgrounds and outdoor recreation facilities.

December 2012
CLASSROOM FURNITURE & ACCESSORIES
Providing product solutions for outfitting school classrooms.

MARKETING OPPORTUNITIES

Polybag Inserts

If your company does direct mail, polybag inserts are an excellent option for getting your piece to 20,000 Christian schools. The price to insert a bi-fold or tri-fold is only $4,800. This breaks down to less 24 cents each, and your piece will be mailed with a trusted source of information in *Christian School Products*. Some limitations do apply, so be sure to contact your sales rep about this exciting program.

Reprints & Brochure

We also design and print the most professional brochures and mailers available, as well as reprints of a specific ad or article. Whether it's logos, ads, brochures or catalogs, we have the resources and technology to be your one-stop shop. Why deal with three different vendors when you can deal with one?

Internet & E-Newsletter Opportunities

cspmag.com is one of the fastest-growing Web sites available for Christian school leaders looking for products and services. The site contains the latest version of the magazine, as well as archived issues. We also have an online Buyer's Guide to help Christian schools easily find vendors for specific product lines. Buttons, banners and logo links within the Buyer's Guide are all available. With an E-Blast, market your company's specific message exclusively to 10,000+ schools. The *Christian School Products* E-Newsletter is a dynamic way to reach leaders in a fast-changing environment. With fresh content, issue previews and "best of" editorial, the E-Newsletter has an audience of its own. For more information, please contact our Internet and print division at 888-548-2567.

Private schools account for 25% of the nation's schools.
Source: National Center for Education Statistics

Electronic Media Requirements

- All ad materials must be sent digitally. Hi-resolution (300 dpi) PDFs, jpegs, tiffs, and eps files are accepted.
- All images must be saved at 300 dpi and large enough for the desired size.
- All artwork provided on CD should have all logos, screen/printer fonts included or embedded.

Failure to include fonts may result in loss of text or font substitution at publisher's discretion. Please provide at least one proof.

- Ads must be built to the correct size specifications.

Oversized or undersized ads will be adjusted to fit the space ordered.

- Ads can be placed on our FTP site. To log in from your Web browser, please use following address:

www.cspmag.com/artwork

Send Artwork to: Valor Media Concepts Inc. | 3141 Lorna Road, Suite 202 | Birmingham, AL 35216

Policies, Rates & Dates

TERMS: All invoices are due upon receipt and are considered late after 30 days. A 1.5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within thirty days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to our collection agency after 120 days of invoice date.

Short-Rates: In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

Liability: Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of Christian School Products in whole or in part without prior written permission from the publisher is prohibited.

Mailing Address: Valor Media Concepts, Inc. | P.O. Box 36577
Birmingham, AL | 35236 205.979.1114 / Fax: 205.979.1235

4 COLOR PRICING

AD SIZE	1x	3x	6x	12x
Full Page	$3590	$3231	$2872	$2513
1/2 Island	$2120	$1908	$1696	$1484
1/2 Page	$1990	$1791	$1592	$1393
1/3 Page	$1520	$1368	$1216	$1064
1/4 Page	$1190	$1071	$952	$833
1/6 Page	$840	$756	$672	$588
1/8 Page	$695	$626	$556	$487
2 Page Spread	$6900	$6210	$5520	N/A
Inside Front	$4400	$3960	$3520	N/A
Inside Back	$3900	$3510	$3120	N/A
Back Cover	$5200	$4680	$4160	N/A

CLASSIFIED ADS - $125 PER COLUMN INCH. 5% DISCOUNT FOR BLACK & WHITE ADS

MECHANICAL SPECS

FULL PAGE TRIM SIZE:
8" w x 10.5" h

FULL PAGE LIVE AREA:
7.5"w x 10"h

FULL PAGE WITH BLEED:
8.25"w x 10.75"h

2 PAGE SPREAD BLEED:
16.25"w x 10.75"h

1/2 PAGE VERTICAL:
3.4"W x 9.5"h

1/2 PAGE ISLAND:
4.55"w x 7.25"h

1/2 PAGE HORIZONTAL:
7" w x 4.7"h

1/3 PAGE VERTICAL:
2.2"w x 9.5"h

1/3 PAGE SQUARE:
4.55"w x 4.7"h

1/4 PAGE VERTICAL:
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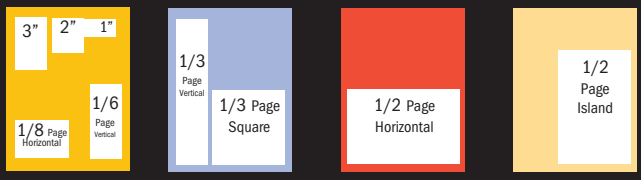
1/6 PAGE VERTICAL:
2.2"w x 4.7"h

1/8 PAGE HORIZONTAL:
3.4"w x 2.25"h



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2011/2012 EDITORIAL CALENDAR

2011 — 2012

Issue	Topics	PSG	In the Classroom	Technology	Administrator's Corner
NOVEMBER Ad Deadline 10/5/11	FINANCE & FUNDRAISING Outdoor Recreation Tables & Chairs Auditorium Acoustics	Maintenance Classroom Furniture	Curriculum	Cafeteria	Security
December Supplement – Classroom Furniture & Accessories					
DECEMBER Ad Deadline 11/4/11	LAB EQUIPMENT Uniforms Office Equipment Athletic Flooring	First Aid Safety & Security	Teaching Aids	Web Site Communication	Software
JANUARY Ad Deadline 12/5/11	CURRICULUM Outdoor Signage Music Exterior Maintenance	Portable Classrooms Seating	Furniture	Audio/Video	Student Identification
FEBRUARY Ad Deadline 1/11/12 Green Issue!	SECURITY Art Presentation Tools Buses & Vans	Lighting Stage Equipment	Music	Software	Educational Travel
March Supplement – Athletic Facilities & Equipment					
MARCH Ad Deadline 2/9/12	PLAYGROUNDS Auditorium Seating Fundraising Office Supplies	Transportation Builders	Online Learning	Security	Curriculum
APRIL Ad Deadline 3/9/12	CLASSROOM FURNITURE Portable Classrooms A/V Equipment Administration Tools	Communication Music	Lab Equipment	Computers	"Green" Facility Maintenance
MAY Ad Deadline 4/6/12	2012 BUYER'S GUIDE Athletic Uniforms School Merchandising	2011 Buyer's Guide	Art	Maintenance	Finance
June Supplement – Curriculum Products Showcase					
JUNE Ad Deadline 5/7/12	SOFTWARE Security Stage Equipment Student Identification	Steel/Modular Buildings Playground	Chalkboards/ Whiteboards	Library	A/V
July Supplement – School Security & Safety					
JULY Ad Deadline 6/4/12	2012 TOP PRODUCTS Athletic Facilities Exterior Going Green	Uniforms Arts & Crafts	Ergonomics	Fundraising	Background Screening
AUGUST Ad Deadline 7/6/12 Back to School Issue!	CONSTRUCTION Transportation Carpet & Flooring Athletic Field Surfaces	Lunchroom Signage	Back to School Roundup	Communication	Insurance
September Supplement – School Play					
SEPTEMBER Ad Deadline 8/6/12	AUDIO/VIDEO Field Trips/Travel Lunchroom/Cafeteria Multipurpose Rooms	Insurance Presentation Tools	Furniture & Supplies	Software	Planning & Consultation
OCTOBER Ad Deadline 9/7/12	LIBRARY & MEDIA CENTER Stage Lighting Gym & Athletic Equipment Facility Maintenance	Fundraising Carpet and Flooring	Software	Yearbooks	Parent Communication
NOVEMBER Ad Deadline 10/5/12 Green Issue!	FINANCE & FUNDRAISING Outdoor Recreation Tables and Chairs Auditorium Acoustics	Maintenance Classroom Furniture	Curriculum	Cafeteria	Security
December Supplement – Classroom Furniture & Accessories					
DECEMBER Ad Deadline 11/5/12	LAB EQUIPMENT Uniforms Office Equipment Athletic Flooring	First Aid Safety and Security	Teaching Aids	Web Site Communication	Software