

# CHRISTIAN SCHOOL PRODUCTS

*Purchasing Solutions for Religious Education Facilities*



## 2018 MEDIA GUIDE

- The **leading media platform** for reaching the Christian/private school market
- **Reaching 32,000** Christian/private schools nationwide
- Completely devoted to **PRODUCTS & SERVICE SELECTION**
- Serving the Christian/private K-12 school market for **10+ years**

# PRINT OPPORTUNITIES

## CIRCULATION PROFILE

We mail directly by name to principals, school administrators, and directors of some of the fastest-growing Christian schools in the country! This combination allows us to target decision-makers at Christian schools with the most potential for growth.

AD SIZE	6X	3X	1X
Full Page	\$2555	\$2920	\$3650
1/2 Island	\$1512	\$1728	\$2160
1/2 Page	\$1435	\$1640	\$2050
1/3 Page	\$1085	\$1240	\$1550
1/4 Page	\$861	\$984	\$1230
1/6 Page	\$609	\$696	\$870
1/8 Page	\$504	\$576	\$720
2 Page Spread	N/A	\$5600	\$7000
Inside Front	N/A	\$3600	\$4500
Inside Back	N/A	\$3200	\$4000
Back Cover	N/A	\$4320	\$5400

*Christian School Products is published bi-monthly and circulated to 32,000 Christian/private school leaders (20,000 print, 12,000 digital).*

**Private schools account for 25% of all U.S. schools**  
SOURCE: CAPE

## MECHANICAL SPECS

- FULL PAGE TRIM SIZE: 8"wx10.5"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: 3.4"w x 4.7"h
- 1/6 PAGE VERTICAL: 2.2"w x 4.7"h
- 1/8 PAGE HORIZONTAL: 3.4"w x 2.25"h
- CLASSIFIED ADS 2.2"w x 1"h
- 2.2"w x 2"h
- 2.2"w x 3"h

CLASSIFIED ADS - \$125 PER COLUMN INCH

Advertiser Uploads (FTP):  
[www.cspmag.com/artwork](http://www.cspmag.com/artwork)

Most private school students (79 percent) attend religiously affiliated schools  
SOURCE: CAPE

### TERMS, RATES & POLICIES

**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.

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### MAILING ADDRESS:

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Birmingham, AL 35236  
Phone: 205.979.1114  
Fax: 205.979.1235  
Toll Free: 1-888-548-2567

# DIGITAL OPPORTUNITIES



## DIGITAL ISSUE

### DIGITAL EDITION ENHANCEMENTS

- AUDIO
- VIDEO
- SLIDEOUTS
- BLOW IN CARDS
- BELLY BANDS
- GATEFOLDS
- BARN DOOR FOLDS

Sponsor a Digital Edition!  
\* \$3,500

Includes a full page ad next to the digital cover and a block banner on the home page of the website.

**Christian School Products reaches 12,000 Christian school leaders digitally.**

## ENEWS

**New for 2018,  
Topic-Specific  
Newsletters  
Each Month!**

### SPONSOR BANNER

Price: \$1370

Dimensions: 468 px. W x 60 px. H

### HOT PRODUCT

Price: \$750

50 words of text

Dimensions: 110 px. W x 110 px H

### QUICK LINKS /3 MONTHS

Price: \$340

Company Name , List of products & or services, (2 lines with 24 characters per line), Phone number or website



## WEBSITE



### HOME PAGE

**A: BANNER: \$1200 per month**

Dimensions: 468 px. W by 60 px. H

**B: BUTTON: \$600 per month**

Dimensions: 144 px. W by 100 px. H



### BUYER'S GUIDE

**C: BANNER: \$600 per month**

Dimensions: 468 px. by 60 px. H

**D: BUTTON: \$300 per month**

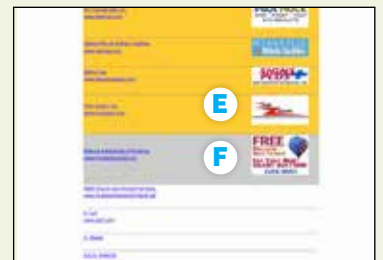
Dimensions: 144 px. W by 100 px. H

## EBLAST



**Market your company's specific message exclusively to 12,000+ Christian schools.**

- Price: \$3450
- Dimensions: 600-800 px. W and around 1200 px. H in HTML code
- No more than 46,000 characters in HTML Code.



### CATEGORY PAGE

**E: GOLD LISTING: \$900 per year**  
Dimensions: 145 px. W by 74 px. H

**F: SILVER LISTING: \$750 per year**  
Dimensions: 145 px. W by 74 px. H

ISSUE	FURNITURE	SAFETY & SECURITY	SPORTS & RECREATION	TECHNOLOGY	FACILITIES & CAMPUS	A/V/L	CLASSROOM	SPOTLIGHT	ENEWS
<b>JANUARY/ FEBRUARY</b>	Computer Lab	Access Control	Playground Equipment	Communication	Steel/Modular	Acoustics	Curriculum	Finance	<b>JANUARY:</b> Curriculum & Teaching Aids <b>FEBRUARY:</b> Fundraising
 <b>MARCH/APRIL</b> Green Issue	Lunchroom	Student ID	Gym Equipment	Administrative Software	Carpet/ Flooring	Stage Equipment	Teaching Aids	Transportation/ Travel	<b>MARCH:</b> Uniforms <b>APRIL:</b> Gym Equipment
 <b>MAY/JUNE</b> 2018 Buyer's Guide	Science Lab	Background Screening	Outdoor Athletic Facilities	Tablet Computing	Exterior	Lighting	Uniforms	Library	<b>MAY:</b> Construction <b>JUNE:</b> Playgrounds
 <b>JULY/AUGUST</b> Back to School Issue	Auditorium	Surveillance	Team Sports	Classroom Software	Signage	Projection	Desks & Chairs	Fundraising	<b>JULY:</b> Classroom Accessories <b>AUGUST:</b> Back-to-School
<b>SEPTEMBER/ OCTOBER</b>	Classroom	Emergency Response	Gym Flooring	Parent Communication	Maintenance	Microphones	Ergonomics	Food	<b>SEPTEMBER:</b> A/V <b>OCTOBER:</b> Software
 <b>NOVEMBER/ DECEMBER</b> 2018 Top Products	Library	Locks	Playground Surfacing	Web-Based Education	Multipurpose Rooms	Presentation Tools	Whiteboards	Building/ Construction	<b>NOVEMBER:</b> Flooring <b>DECEMBER:</b> Security