

# GENERAL NEWSLETTERS

## Increase Your Reach

Increase your reach and the effectiveness of your marketing campaign by advertising in our *Spaces4Learning K-12* and *Higher Ed Update* eNewsletters—delivering breaking news, valuable research, best practices, product information and more—directly to the desks of potential customers.

## 2023 eNewsletter Dates

### S4L K-12 Update

Average Deliverable: 15,000\*

January 10, 17, 24, 31  
February 7, 14, 21, 28  
March 7, 14, 21, 28  
April 4, 11, 18, 25  
May 2, 9, 16, 23, 30  
June 6, 13, 20, 27  
July 11, 18, 25  
August 1, 8, 15, 22, 29  
September 5, 12, 19, 26  
October 3, 10, 17, 24, 31  
November 14, 21, 28  
December 5, 12

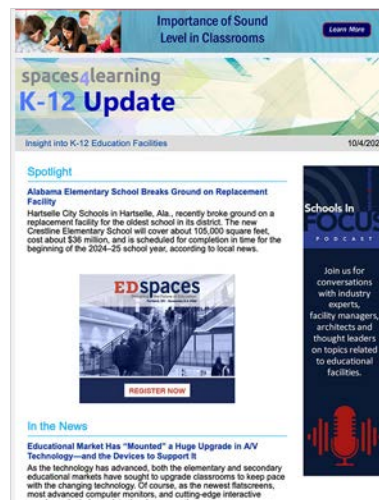
### S4L Higher Ed Update

Average Deliverable: 17,000\*

January 5, 12, 19, 26  
February 2, 9, 16, 23  
March 2, 9, 16, 23, 30  
April 6, 13, 20, 27  
May 4, 11, 18, 25  
June 1, 8, 15, 22  
July 6, 13, 20, 27  
August 3, 10, 17, 24, 31  
September 7, 14, 21, 28  
October 5, 12, 19, 26  
November 2, 9, 16, 30  
December 7, 14

*Spaces are limited and will be assigned on a first-come, first-served basis upon receipt of a signed insertion order. Cancellation cutoff is 4 weeks prior to broadcast date. All rates are net.*

\*Media Owner's Own Data



## Banner Positions:

- Leaderboard – 728x90
- Large Rectangle – 300x250
- Q&A with the Editor
- Featured Video (300 pixels wide)
- Products & Services Sponsored Links (6 positions)
- Skyscraper– 160x600 (2 positions)

# 2023 MAGAZINE EDITORIAL CALENDAR

## Spring

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AD CLOSE: 3/10/23  
MATERIALS DUE: 3/20/23

### Features

- Construction Brief
- Sustainability (Net Zero/Energy Savings/Green Buildings)
- Innovative Approaches to HVAC
- Cleaning & Maintenance
- Residential Housing
- Parking
- Transportation
- Mailroom Operations and Smart Lockers
- Outdoor Spaces
- AV/Technology: Hybrid Learning Environments
- Campus Safety: Surveillance
- Food Service
- Evidence-Based Design

## Fall

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AD CLOSE: 9/19/23  
MATERIALS DUE: 9/25/23

### Features

- Walls, Ceilings & Floors
- AV: Projectors and Large-Screen Displays
- Building Access Control
- Energy Savings/Green Buildings
- Disaster Response
- 2023 Education Design Showcase
- 2023 New Product Awards
- Theaters/Performing Arts
- Storm Shelters
- Interior and Exterior Lighting
- Building Envelope
- Design that Supports SEL