2020

Print and Digital
Media Kit

SEEN
SOUTHEAST EDUCATION NETWORK

Our Mission

"To Reinvigorate the Spirit of American Education"

The Southeast Education Network, **SEEN,** presents resources, ideas and techniques to help schools become more effective learning environments. **SEEN,** is the only organization that addresses the unique needs of school districts, and educators in the Southeastern United States.

SEEN
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WWW.SEENMAGAZINE.US

Who We Reach

Print

125,000 Readers
per issue

Each issue being
distributed in the Fall
and Spring (twice a year)

Digital

seenmagazine.us

averages 80,000 impressions
per month online and provides
content for educator's
professional and personal
development

SEEN Magazine is read and mailed directly to K12 administrators and educators in 12 Southeastern states: **Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.**

SEEN digitally reaches educators in these 12 states and beyond through our website, seenmagazine.us, our monthly e-newsletter and other digital platforms.

SEEN Audience

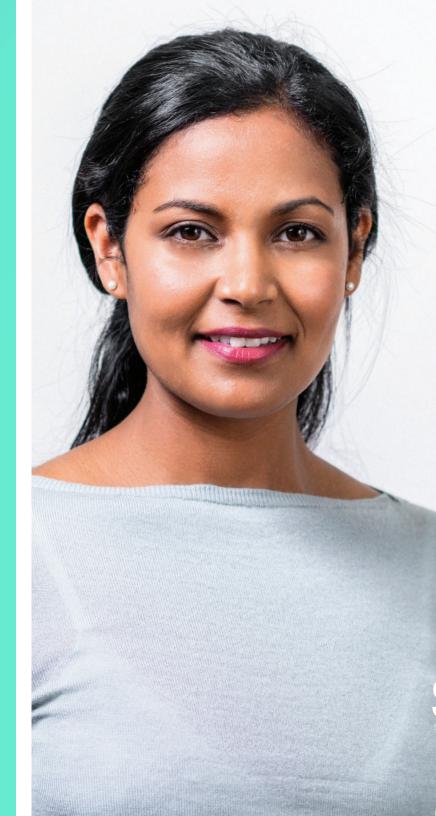School District Administrators

Principals

Teachers

Facility Managers

School Boards

State Education Officials

Technology Directors and many more

Why Read SEEN ?

In addition to our core categories of STEM, Security, Travel, Curriculum/Instruction, Health and Wellness, Facilities, and Technology, we will delve into these topics as well in 2020:

Spring 2020:

Advocacy and Accountability in Education

The Future of K12 Assessment and Reporting

Trends in K12 Technology

History and Civics in 2020

Embracing the Fine Arts

Social and Emotional Learning

Mental Health

Fall 2020:

2020 K12 Leadership

Big Business in Education

Charter Schools

Cultural Divide in K12 Education – What the future looks like

Back To School Product Review

Managing Your School Facilities

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Ad Preparation Guidelines

Files Under 6 Megs

You can email the ad to your consultant or to: advertising@seenmagazine.us

Files Larger than 6 Megs

1. Ad can be emailed as an attachment
2. Ad emailed with a dropbox link
3. Ad emailed with yousendit/hightail link
4. FTP client: Email the FTP info to: advertising@seenmagazine.us

Formats of Ad/Files

1. PDF (CMYK, Fonts embedded, High Resolution, 300 DPI prefered)
2. JPG (CMYK, High Resolution, 300 DPI prefered)
3. PSDs and TIFs (CMYK, High Resolution, 300 DPI prefered)

A Note About Color

Please be certain of your color space before submitting a PDF file.Ads/images created in RGB & Index color will have to be converted and will not appear the same.

A Note About Images/Logos

We request that you supply the highest resolution of your logos, images etc. Images taken from websites are typically not print worthy.

In-House Design

We can design your ad in-house, if needed. Speak with your consultant or email advertising@seenmagazine.us to begin the discussion/artistic direction of your ad.

Proofing

The In-house Designer will produce your proof in 5-7 days. Please review your proof carefully to make sure that all changes are submitted in one revision. Include any typographical errors and design adjustments. A second proof will be given out, but view this version as ready to print, unless there is an obvious and important change(s) that needs to be made.

Contact

SEEN Magazine

Call Creative Director Monty Todd at 704-568-7804

E-mail: advertising@seenmagazine.us

Knight Communications

10150 Mallard Creek Road. Suite 201 Charlotte, NC 28262

Display Advertising Solutions

PREMIUM POSITIONS

Back Cover $6590 $6075 $5715
8 x 10
9 x 11 (bleed)

Inside Front $5565 $5125 $4815
8 x 10
9 x 11 (bleed)

Inside Back $4775 $4400 $4125
8 x 10
9 x 11 (bleed)

FEATURED ADVERTISING RATES

Company Profile $3995

Conference Planner $995

STANDARD RATES

	1 X	2 X	3 X
Full Page 8 x 10 9 x 11 (bleed)	$4710	$4340	$4070
2/3 Page Vertical 4.875 x 9.75	$4100	$3775	$3540
1/2 Page Vertical 3.625 x 10 Horizontal 7.475 x 4.875	$2875	$2665	$2510
1/3 Page Vertical 2.5 x 10 Square 5 x 5	$2285	$2095	$1960
1/4 Page 3.5 x 4.875	$1680	$1435	$1335

All rates include 4 color Requested position (when available) please add 15%

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Digital Advertising Solutions

DIGITAL MARKETING

Customized e-blasts - $1400 - $1700
prices vary depending on word count, frequency etc.

E-Newsletters:
Sponsorship: $1500 per
(728 x 90 pixels and story with link)
Medium Box: $350 per (300 x 250 pixels)

Video	$500 per month
Takeover/Pop-up ad	$1000/month
Sponsored Content	$1500/month

DIGITAL ONLINE BANNER ADS

Top Leaderboard 728x90 $1000/month
Run of Site (ROS)—Limited Availability

Wide Skyscraper 160x600 $500/month
Run of Site (ROS)—Limited Availability

Medium Rectangle 300x250 $400/month
Run of Site (ROS)—Limited Availability

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Editorial Specifications

SEEN Magazine is distributed two times during the academic year to educators in the Southeastern states. It presents solutions to the challenges that confront administrators and educators, providing resources that can make a difference. Topics include best practices, technology, security, professional development and experiential learning. SEEN Magazine is written by experts in these fields. Articles are carefully reviewed for publication. Articles should be approximately 1200 words and preferably be divided by three to five sub-headings throughout the text. Educational travel articles should be approximately 500 words.

Articles should be submitted in Microsoft Word or as plain text. The contents should include much more of a journalistic aproach than an academic approach, using little or no attribution.

Articles should include a short, "catchy" title, and be submitted with a short biography that paraphrases the author's credentials on the subject matter.

Formatting

Include article title, byline, subheads and photo captions. Omit use of tabs, paragraph indentation, double spacing after a period, double returns at the end of a paragraph or hard returns at the end of a line.

Images

Articles are greatly enhanced by pictorial representations to help readers better understand the subject matter. You may submit a selection of visuals, such as photographs, charts, drawings or graphs. A full description or caption is necessary with each one. Submit photos as a .tif or .jpg file at 300 DPI and 100 percent of the original size and line art and logos at 600 to 1,200 DPI. DO NOT EMBED IMAGES IN WORD FILES.

Submission Of Materials

Articles and graphics should be emailed to **editing@seenmagazine.us** Please state whether the material has been submitted to SEEN Magazine exclusively.

www.seenmagazine.us   866-761-1247

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