

E-newsletter **ADVERTISING**

Every month we send out the **Educational Dealer** Product E-newsletter to more than 4,000 industry emails. Each issue features new products with large images, descriptions, contact information, web links and video demonstration links. It's a perfect format for busy retailers who are on the lookout for new product ideas for their store and a bargain for Ed Dealer advertisers who want to supplement their print advertising.

Our 35.7% open rate is more than double the industry standard (16.6%)

E-news Sponsor Banner with Product Feature

Banner Ad: 705 x 175 pixels
(top of E-newsletter placement)

Includes One Product Feature:
500 x 500 pixel image, 150 word description, contact info, web link, product video link (bottom of E-newsletter placement).

\$235 per issue for our print advertising customers
\$260 per issue for non-print advertisers.

E-news Product Feature

500 x 500 pixels, 150 word description, contact info, web link, product video link.

\$175 per issue for our print advertising customers
\$200 per issue for non-print advertisers.

2017 E-Newsletter Schedule

Check months below to reserve space

Sponsor	Product Feature	Materials Due	Distribution Date
<input type="checkbox"/>	<input type="checkbox"/>	Jan 20	Jan 24
<input type="checkbox"/>	<input type="checkbox"/>	Feb 10	Feb 14
<input type="checkbox"/>	<input type="checkbox"/>	Mar 3	Mar 7
<input type="checkbox"/>	<input type="checkbox"/>	Apr 21	Apr 25
<input type="checkbox"/>	<input type="checkbox"/>	May 19	May 23
<input type="checkbox"/>	<input type="checkbox"/>	Jun 16	Jun 20
<input type="checkbox"/>	<input type="checkbox"/>	Jul 14	Jul 18
<input type="checkbox"/>	<input type="checkbox"/>	Aug 18	Aug 22
<input type="checkbox"/>	<input type="checkbox"/>	Sep 15	Sep 19
<input type="checkbox"/>	<input type="checkbox"/>	Oct 20	Oct 24
<input type="checkbox"/>	<input type="checkbox"/>	Nov 17	Nov 21
<input type="checkbox"/>	<input type="checkbox"/>	Dec 15	Dec 19

Company Name: _____

Your Name: _____

Email: _____

Signature: _____ Date: _____

Distribution dates are subject to change.

Invoice net 30. Credit Card Payments call (315) 789-0458; Mon-Fri 9 a.m. to 5 p.m. EST

Rick Kauder
rkauder@fwpi.com

p: (315)789-0458 • (800)344-0559
f: (315)789-4263

Darlene Ryan
darlene@fwpi.com

www.EducationalDealer.com


Educational Dealer
P.O. Box 180 • 171 Reed St
Geneva, NY 14456

Educational Dealer's E-Newsletter • May products
View this email in your browser

FOR PEOPLE WHO SELL TO TEACHERS, PARENTS AND SCHOOLS


Educational Dealer

E-newsletter



Capture the minds of young learners with the ultimate light table!


The Jedi Cuff Large Multicolored Light Table features 16 colors, five modes (solid, flash, strobe, fade, and smoothly, and brightness control)




SkyBrush Eraser
The all-surface, whiteboard & blackboard eraser!

Six storage channels between the rows of flexible, space age fibers catch dust and hold it. Dust loosened by the first bank of velvet soft bristles is swept up and trapped in the first channel. Additional residue removed by the second row of bristles is effortlessly captured in the second channel, and so on. The end rows of bristles assure efficient retention of residue and particles until Sky Brush is placed face down on a dust sill or another appropriate surface. The fibers are made of durable material and can be cleaned easily using soap and water. SkyBrush erases old slate boards and modern white boards, which can be difficult to erase with traditional erasers. SkyBrush is recommended by major board manufacturers and sold worldwide.

Sky Board Eraser
610-364-3200
Fax: 610-364-3201
sales@skyboarderaser.com
www.skyboarderaser.com



Bouncy Bands
sliggle while you work






1st Place Eddy Award Winner!

Bouncy Bands attach to student desks and chairs for children to bounce their feet and stretch their legs while they work. Students love to move and they find great relief from the movement – making it easier for them to focus, complete their work and stay calmer when taking tests. Teachers are amazed with how much more work students can accomplish, along with how student misbehaviors decrease when they have an appropriate way for movement.

Bouncy Bands are latex-free, 1-year warranty, and made in USA. Learn the success model to help teachers purchase class sets using crowd funding. Free loaner sets are included in every purchase for teachers to borrow for their students to be "Product Testers" for your store. When their 1-week testing is over, teachers are often surprised to find that ALL student want a Bouncy Band – not just those kids with ADHD.

Bouncy Bands
(646) 926-2440
FAX: (646) 349-5344
scott@BouncyBands.com
www.BouncyBands.com



LOCKDOWN RESPONSE

Bearcade Lockdown Response System
LOCKDOWN! If you cannot get everyone out, Bearcade!

The Bearcade is a universal barricading device for office and classroom doors during a hostile intruder incident.

Key design features include: