

THE RIGHT SITE

THE RIGHT MARKET

THE RIGHT RATES



*Students at Risk  
Need More Than Hope.*

2010 MEDIA KIT



AMERICAN SCHOOL SAFETY  
[www.AmericanSchoolSafety.com](http://www.AmericanSchoolSafety.com)

AMERICAN SCHOOL SAFETY

# Our Mission Statement

**A**MERICAN SCHOOL SAFETY's mission is to provide a one-stop portal for qualified safety and security products and services designed to meet the challenges of today's educational environment.

We disseminate useful information from qualified experts to the educational community regarding security, safety and emergency management, and provide on-line safety courses; instructional seminars, and facility emergency plan development through our national network of licensed security professionals.



**INTRODUCING:**  
**The American School Safety**  
**CRISIS RESPONSE KIT®**

We have developed and patented a solution to address school safety issues and to empower educators and youth-serving professionals to successfully respond and react to emergency situations.

The **CRISIS RESPONSE KIT (CRK)** is a customized, patented, portable and accessible emergency kit, designed for use during critical incidents, building emergencies, or for training and practice of situational response drills.

For additional information visit:  
[www.AmericanSchoolSafety.com](http://www.AmericanSchoolSafety.com)



FACED WITH NUMEROUS THREATS

# Our Schools Need a Plan!

Latest Federal Statistics Reveal:

■ **78%** of schools experienced one or more violent crimes.

*Source: US DOJ Indicators of School Crime & Safety (2007)*

■ **68%** experienced other reported crimes in their school.

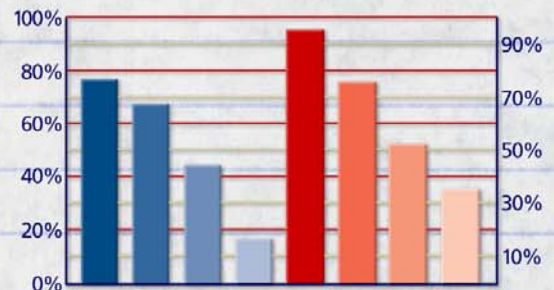
*Source: US DOJ Indicators of School Crime & Safety (2007)*

■ **46%** experienced one or more thefts.

*Source: US DOJ Indicators of School Crime & Safety (2007)*

■ **18%** of suburban students have carried weapons into schools.

*Source: US DOJ Indicators of School Crime & Safety (2007)*



**U.S. Students at Risk**

■ **92%** of schools are "soft targets" for terrorist attacks.

*Source: National School-Based Law Enforcement Survey*

■ **74%** of schools are inadequately prepared.

*Source: National School-Based Law Enforcement Survey*

■ **51%** of campuses' crisis/emergency plans are not adequate.

*Source: National School-Based Law Enforcement Survey*

■ **33%** of U.S. students experience bullying either as a target or as a perpetrator.

*Source: Journal of the American Medical Association*

## AMSS Website Audience

**AmericanSchoolSafety.com has the visitors that make and influence the purchasing decisions.**

**O**ur visitors and members are looking for products and solutions to create a safe and secure learning environment in schools, campuses and educational facilities. They are superintendents, administrators, school business managers, school resource officers, facility architects, engineers and other professionals who have influence in purchasing your product or service.

Additionally, we have key government officials associated with the Office of Emergency Management, Homeland Security, Department of Education, Department of Health, FEMA, and other agencies that receive our newsletter and ask us to share information with our membership and provide access to resources needed to fund safety and security projects in the education sector.

The key decision makers for purchasing safety related product and services are on the AMSS website and are looking for proven solutions.

**A steady growth of visitors!**  
**A steady growth in sales!**

**A**mericanSchoolSafety.com is simply one of the best options for marketing your products in the education sector.

- ✓ **Over 1,000,000 Site Visitors.**
- ✓ **13,000+ Members and Newsletter Subscribers.**

We are known and highly regarded as a resource for information and for providing expert services in safety, security and emergency management.

The numbers are here, our visitors are the key purchasers and decision makers who are looking to us to provide guidance in selecting qualified products and services which will enhance their efforts in providing for a safe and secure school environment.

Advertising with AmericanSchoolSafety.com will increase your brand's visibility in the education sector and give you an opportunity achieve higher sales in this market segment.

## Is \$30.4 Billion Worth it to You?

State	Schools	Students	Teachers	Admin.	Expenditures
CT	1,505	644,156	44,465	10,651	8.7 Billion
MA	2,736	1,115,611	75,524	22,734	13.8 Billion
RI	517	180,186	15,518	2,807	2 Billion
VT	514	106,887	10,159	2,491	1.3 Billion
NH	815	237,311	17,916	2,985	2.3 Billion
ME	844	214,317	18,142	5,092	2.2 Billion
<b>TOTAL</b>	<b>6,931</b>	<b>2,498,468</b>	<b>181,724</b>	<b>46,760</b>	<b>30.4 Billion</b>

### Fiscal Year 2009 Budget Projection

**For 2009**, the President is requesting \$59.2 billion in discretionary appropriations for the Department of Education, the same as the 2008 level, and an increase of \$17.0 billion, or 40 percent, in discretionary appropriations for the U.S. Department of Education since fiscal year 2001.

*U.S. Department of Education, www.ED.gov*

www.AmericanSchoolSafety.com

# Advertising Rates



## WEB SITE BANNER ADS \*

**Home Page Leaderboard Main Banner Ad** ..... **\$3,500 Annual**  
*Banner located on Home Page + one respective category text listing 728x90*

**Home Page Secondary Banner Ad** ..... **\$1,250 Annual**  
*Banner located on Home Page + one respective category text listing 234x60*

**2nd Level Page Leaderboard Main Banner Ad** ..... **\$2,500 Annual**  
*Banner located on 2nd Level Page + one respective category text listing 728x90*

**2nd Level Page Secondary Banner Ad** ..... **\$1,000 Annual**  
*Banner located on 2nd Level Page + one respective category text listing 234x60*

**3rd Level Page Leaderboard Main Banner Ad** ..... **\$1,250 Annual**  
*Banner located on 3rd Level Page + one respective category text listing 728x90*

**3rd Level Page Secondary Banner Ad** ..... **\$500 Annual**  
*Banner located on 3rd Level Page + one respective category text listing 234x60*

## BUYER'S GUIDE \*

*Buyer's Guide is arranged alphabetically by categories related to the industry*

**Leaderboard Main Banner Ad** ..... **\$2,500 Annual**  
*Banner located on Buyer's Guide + one respective category text listing 728x90*

**Skyscraper Banner Ad** ..... **\$2,500 Annual**  
*Banner located on Buyer's Guide + one respective category text listing 160x600*

**Individual Banner Ad** ..... **\$750 Annual**  
*Banner located in specific category + one respective category text listing 234x60*

**Text Ad ( 6 lines)** ..... **\$200 Annual**  
*Located in one selected category. Company name in bold linked to company web site*

**Each Additional Category Text Ad** ..... **\$150 Annual**

## NEWSLETTER \*

**Newsletter Banner Ad** ..... **Contact AMSS Sales for details**  
*Electronic newsletter is published quarterly*

### PLEASE NOTE:

*\*American School Safety Reserves the right to refuse any ad for any reason.  
 \*No flashing or animated banners.*

**Call AMSS Advertising Sales at 1-866-531-6560 for additional information.**



[www.AmericanSchoolSafety.com](http://www.AmericanSchoolSafety.com)

# Advertising Contract

**Agreement Terms:** Advertiser may choose to renew agreement by providing written notice to American School Safety (AMSS) at conclusion of current contract. Publication of advertising does not imply endorsement of products or services. American School Safety reserves the right to refuse any ad for any reason, in its sole discretion, including but not limited to refusal on the basis of content or format. Advertiser agrees to hold harmless and indemnify the American School Safety and its directors, officers, agents, employees, affiliates, successors and assigns from and against any and all loss, damage, liability, claims, costs, causes of action, judgments, payment, expenses, including expenses for investigation and attorneys' fees, which in any way result or arise from the acts or omissions of the advertiser in connection with the advertisement.

Advertiser agrees to the current AMSS advertising policies and prices which are stated in this contract. Advertiser also agrees to make payment in advance of running the advertisement on its website.

## Please Print Clearly:

ADVERTISER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

START DATE: \_\_\_\_\_ END DATE: \_\_\_\_\_

PAYMENT METHOD:  CHECK ENCLOSED

VISA/MasterCard NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

**Please complete and return to:**  
Phone: 866-531-6560  
Fax: 866-217-0050  
Email: [advertising@AmericanSchoolSafety.com](mailto:advertising@AmericanSchoolSafety.com)

**American School Safety, LLC**  
Attn: Advertising  
9 Wood Ridge Circle  
Canton, CT 06019

## American School Safety Use ONLY:

AMERICAN SCHOOL SAFETY REPRESENTATIVE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_