

IDEASHOWCASE®

FALL 2024

What is Idea Showcase Fall?

Idea Showcase® Fall is a catalog that targets the lucrative education industry. Position items like rally towels, writing instruments, notebooks, tech accessories and apparel in front of the decision-makers at K-12 schools, universities, daycares and more.

Why is it beneficial?

The catalog's focus on items that enhance school spirit, support admissions efforts, facilitate fundraising initiatives, and foster a welcoming atmosphere for new students aligns perfectly with the needs and objectives of educational institutions. Through Idea Showcase Fall, you can gain access to a targeted audience that is actively seeking products that align with these specific goals, increasing your visibility and sales potential within this lucrative market.

Features Included

- **CIRCULATION**
200,000 End-Buyers
- **DATES**
Renewal: December 8, 2023
Reservation: February 19, 2024
Published: April 2024
- **DIMENSIONS**
8-3/8" x 3-7/8"

Rates

Full Page:

- Multi-Product: \$6,850
- Single-Product: \$2,570
- Single-Product Placement: \$1,075



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Showcase Fall!

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