

# IDEASHOWCASE

## SUMMER/FALL

### What is Idea Showcase Summer/Fall?

**Idea Showcase® Summer/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 increase visibility and sales potential within this lucrative market.

#### CIRCULATION

200,000 End-Buyers

#### DATES

Renewal: December 2024

Reservation: February 2025

Published: April 2025

#### DIMENSIONS

8-3/8" x 3-7/8"

### Rates

#### Full Page:

Multi-Product: \$7,195

Single-Product: \$2,700

Single-Product Placement: \$1,130



Scan the code  
to view a digital  
version of Idea  
Showcase Fall!



**Contact your account executive for more information.**