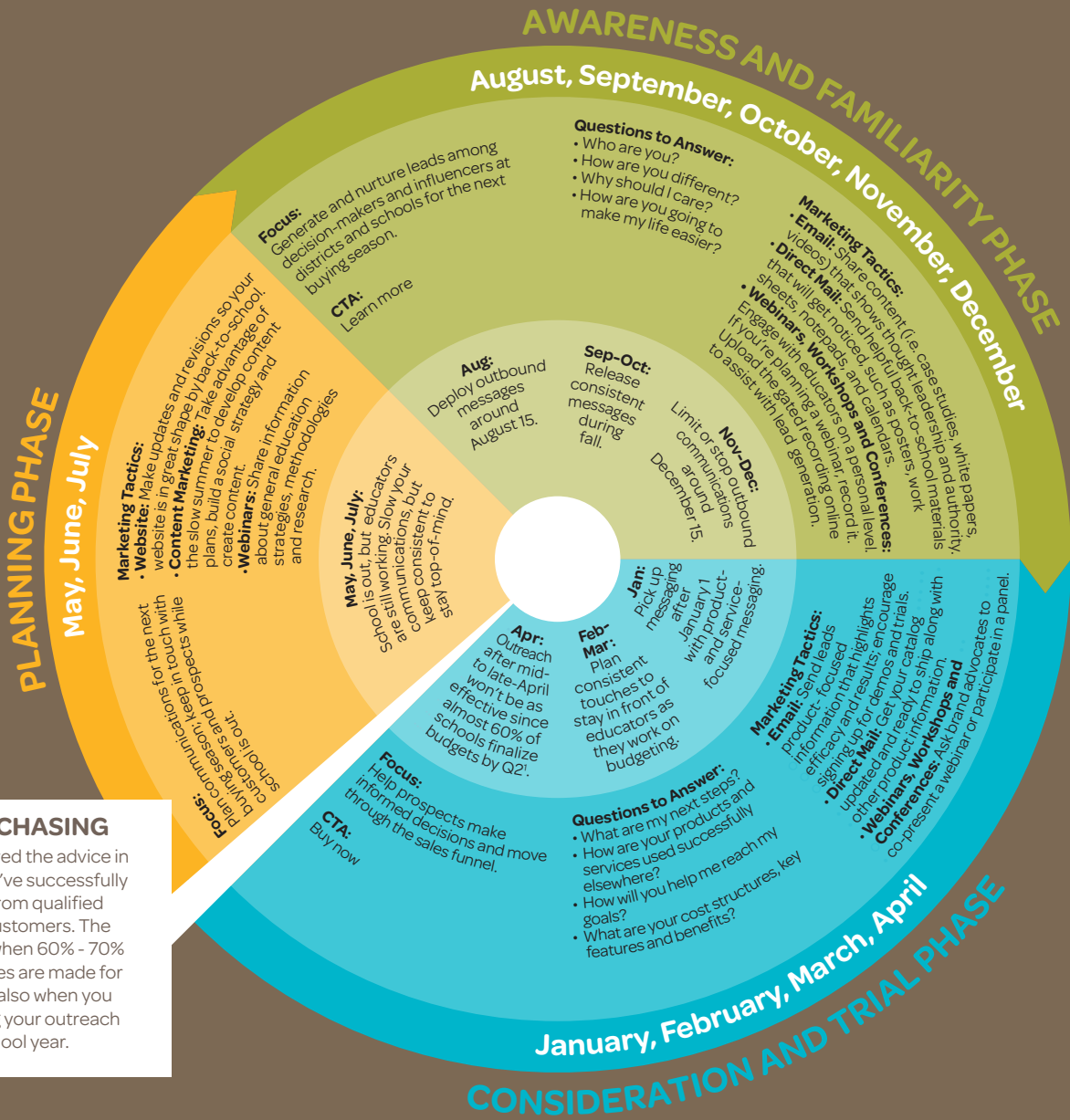


K-12 EDUCATION MARKETING CYCLE CALENDAR



SUMMER PURCHASING

Congrats! If you followed the advice in this calendar, then you've successfully moved educators from qualified prospects to loyal customers. The summer months are when 60% - 70% of education purchases are made for back-to-school! It's also when you should begin planning your outreach for the next school year.