

2012 Media Kit

Original news and information more than one million ed tech buyers rely on every day.

Delivered via print/digital newspapers, bonus publications and special reports, targeted websites, customized microsites, opt-in electronic newsletters, marketed and hosted webinars, awards and recognition programs, on-demand video services, and much more.

eSCHOOL NEWS

eCAMPUS NEWS

eCLASSROOM NEWS



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eSCHOOL MEDIA

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K-12 & Higher Education

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eSCHOOL MEDIA

Welcome

2012 Marketing for K-12 & Higher Education

With a combined, unduplicated audience of more than one million education decision makers, **eSchool Media Inc.** is the parent organization of three robust print, digital, eMail, and video networks providing breaking news and vital information to brand-specifying buyers at every level of the education field:

eSchool News (K-20)

With approximately 945,000 visitors and readers—is found in print and on the internet at <http://www.eSchoolNews.com>

eCampus News (Higher Ed)

With approximately 80,000 visitors and readers—is found in print and on the internet at <http://www.eCampusNews.com>

eClassroom News (Teachers)

With approximately 40,000 visitors and readers—is found on the internet at <http://www.eClassroomNews.com>

The **eSchool Media** family of networks serves decision makers throughout education. Our audience includes executive educators (from principals and every U.S. superintendent) at the building- and district-level in elementary and secondary schools; administrators (from chancellors, presidents, deans, provosts, vice-presidents, and department directors) in two- and four-year colleges, public and private universities, and state university systems; as well as instructors, teachers, and professors of all subjects at every grade level. eSchool Media strives to provide the best news, information, and resources to help K-20 decision makers discover, evaluate, and procure technology to transform education and achieve educational goals.



The eSchool Media editorial team:



Gregg W. Downey
Editorial Director
& Publisher



Dennis Pierce
Editor



Dennis Carter
Assistant Editor



Deborah Ward
Columnist, CFRE



Laura Devaney
Managing Editor



Meris Stansbury
Online Editor



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Executive Director,
American Association
of School Administrators
(AASA)

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Reach Key Technology Buyers with eSchool News

"The number one news resource for today's K-20 education decision makers"

For over 14 years, eSchool News has been the trusted source of news and information for education-technology decision makers. In every issue of **eSchool News**, our reporters, editors, and columnists put themselves in the shoes of the education leaders who need unbiased, contextual information that will help them evaluate, purchase, implement, and maintain the hardware, software, and services that support their schools and colleges and drive improved student learning.

For recognition, credibility, and loyalty, there is no better, more cost-effective education-technology publication today. With a total controlled circulation of over 96,000+ key education-technology buyers, **eSchool News** provides you direct access to school leaders, including every superintendent from coast to coast along with IT directors, curriculum administrators, instructional technology specialists, business officials, and library/media specialists in districts throughout North America – all with the lowest CPM in the marketplace.

Together with the top education-technology writers, editors, columnists, and reporters of **eSchool News**, your ad campaign in **eSchool News** ensures your products, services, company, and brand stay top of mind among the people who matter most in education procurement.

Look at what some of our reader's are saying...

"Your newspaper is the most informative, up-to-date and timely periodical that comes across my desk. I pick up your newspaper before I pick up any of the others because I know it's got the best up-to-the-minute news—especially when it comes to the eRate."

— *A Technology Services Chief for a State Department of Education*

"I have learned a lot by reading eSchool News and I find your materials invaluable. As a rather reluctant user of technology, which I use all day every day and check out all the new stuff, I appreciate how open you make your articles - you don't have to be a techy to get it. It is all how we use the technology to improve the learning experience."

— *An Educational Consultant*

"I absolutely love reading eSchool News. It is so informative and has such useful information and resources."

— *Library/Media Specialist*



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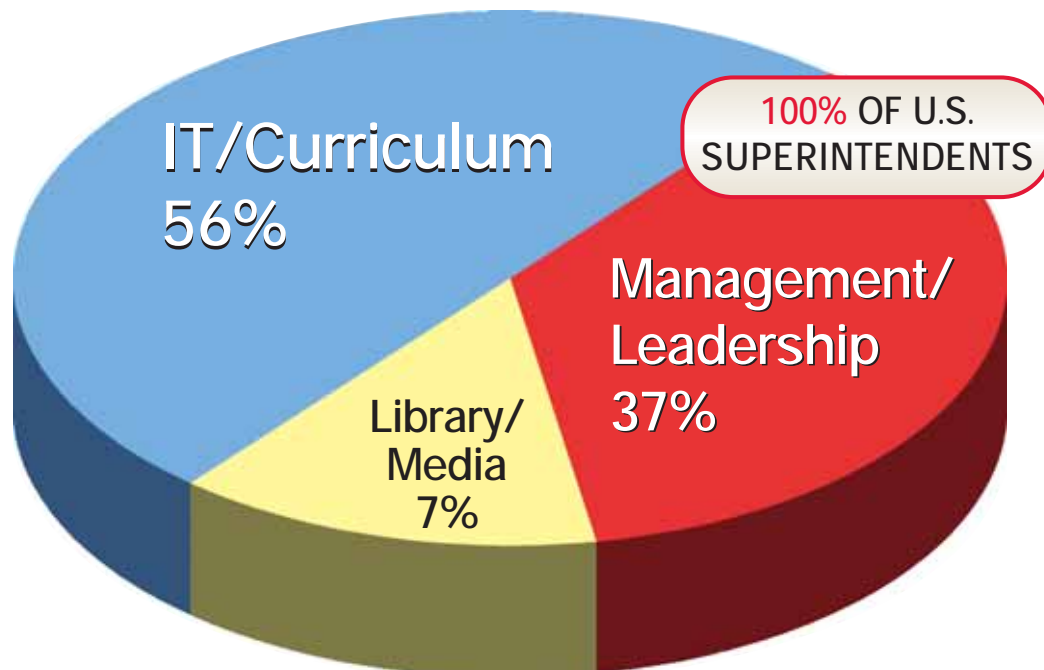
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96,488 total qualified circulation*



Management/ Leadership – 37%

Includes titles such as: Superintendent, Chief State School Officer, State Education Technology Director, Deputy/Assistant/Area Superintendent, Principal/Assistant Principal, Business Manager/Purchasing Agent, Federal/State Program Director, Human Resource Director, Safety/Security Director, Special Education Director, Governors Office Staff, Legislative Staff Member, School Board Member, College/University Official/ Professor

IT/Curriculum – 56%

Includes titles such as: CIO/MIS/IT Director, Curriculum Director, Instructional Technology Specialist, Technology Coordinator, Technology Advocate

Library/Media – 7%

Includes titles such as: Librarian, Library Services Director, Media/Audiovisual Director, Media Center Director

*BPA circulation as of June 2011.

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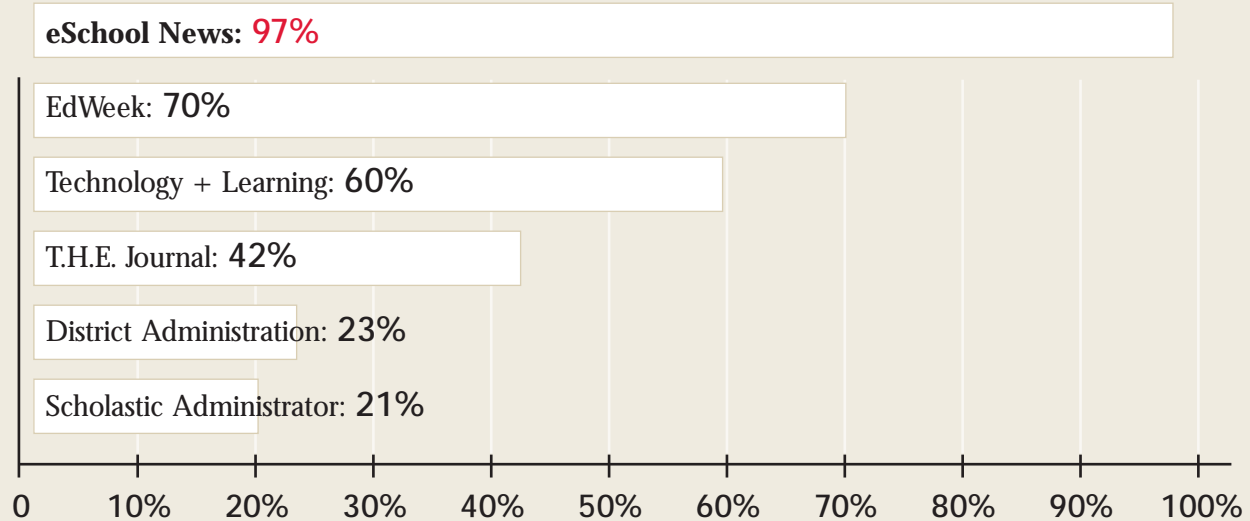
eSN Subscriber Survey*

2012
PUBLICATION
Advertising

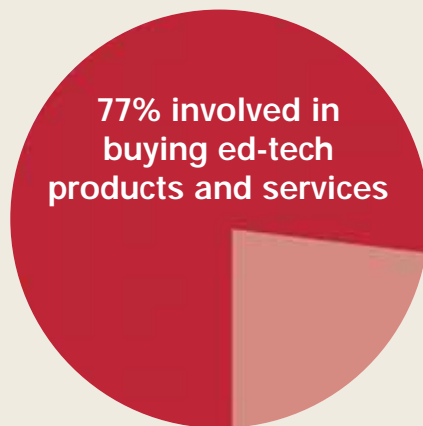
98% of readers say eSN is valuable to their work

99% of readers say eSN is “credible”; **100%** say it’s “informative”; **98%** say it’s “useful”; **93%** say it’s “authoritative”; and **98%** say it’s “interesting”

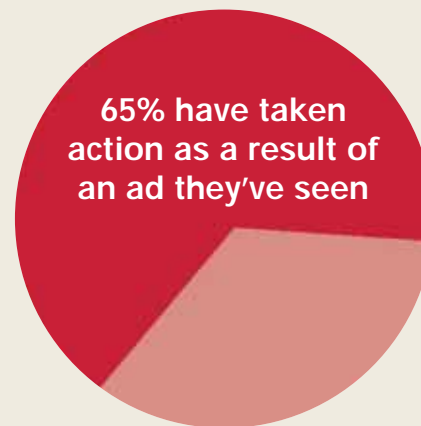
Which publications do K-20 decision makers find useful?



77% of the education leaders who read *eSchool News* are involved in buying ed-tech products and services:



65% have taken action as a result of an ad they've seen in eSN within the last 12 months:



*Excerpted from a 2011 study by Litchfield Research

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Competitive Analysis

2012
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The potent blend of large circulation and small out-of-pocket costs makes eSchool News the best marketing combination available to ed-tech providers and their agencies.

100% Editorial Focus on Education Technology

Circulation Reach and Page Rate: **Most Efficient in the Field**

Cost Per Thousand: **Most Efficient in the Field**

Publication	Circulation	7" x 10", 1x Rate, gross
eSchool News	96,488* / BPA June 2011	\$8,600
Scholastic Administrator	72,366 / BPA Dec 2010	\$9,031
T.H.E. Journal	90,192 / BPA June 2011	\$9,520
Technology & Learning	92,285 / ABC Dec 2010	\$11,150
District Administration	75,435 / BPA June 2011	\$13,270

*BPA circulation as of June 2011.

Plans to Purchase

K-20 decision makers' plans to purchase in the next 12 months

Product or service	eSchool News readers	eSN Online readers
Computers/Software	78%	75%
Presentation Systems	67%	64%
Mobile Devices	64%	63%
Curriculum	67%	61%
Video Equipment	48%	54%
Assistive Technologies	52%	43%
Learning Mgt Sys/Online Courses	33%	43%
Network Infrastructure	37%	37%
Safety/Security Equipment	35%	36%
Facilities Construction/Renovation	36%	35%
Administrative/Management Soft.	32%	32%
IT Help Desk/Services	20%	21%
Unified Comm./VoIP	16%	17%
Digital Signage	20%	15%

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eSCHOOL NEWS

Editorial Calendar**

2012
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eSchool News features the top school technology news stories, expert columns, best practices, and special reports. Consult the editorial schedule below, then contact one of our knowledgeable account executives for assistance in developing a program best suited to your sales objectives and marketing budget.

ISSUE	HIGHLIGHTS	BONUS DISTRIBUTION
January 2012 Space Reservation: Nov. 30, 2011 Materials Deadline: Dec. 7, 2011	eSN Special Emphasis: <u>Common Core Integration</u> : How schools and curriculum providers are working the Common Core standards into instruction. eSN Special Features: <u>Digital Textbooks</u> , <u>Assistive Technology</u> <u>Readers Choice Awards</u> : The best ed-tech products for K12 schools Curriculum Spotlight*: <u>21st-Century Skills</u>	Florida Educational Technology Conference (FETC), Jan. 23-26, Orlando
February 2012 Space Reservation: Jan. 4, 2012 Materials Deadline: Jan. 11, 2012	eSN Special Emphasis: <u>Digital Citizenship</u> : An overview of the essential skills that today's students need to succeed. eSN Special Features: <u>12th Annual "Tech-Savvy Superintendent Awards"</u> : National recognition for the nation's most technologically savvy school district chief executives from coast to coast. <u>The Science of Learning</u> Curriculum Spotlight*: <u>Art & Technology</u>	DOUBLE Bonus Distribution: Texas Computer Education Association (TCEA) 30th Annual Convention & Exposition, Feb. 6-10, Austin American Association of School Administrators (AASA) National Conference on Education, Feb. 16-19, Houston
March 2012 Space Reservation: Feb. 1, 2012 Materials Deadline: Feb. 8, 2012	eSN Special Emphasis: <u>Communication & Collaboration</u> : How technology can help foster these critical 21st-century skills. eSN Special Features: <u>Next-Generation Network Security</u> <u>School Media Centers</u> Curriculum Spotlight*: <u>Science & Technology</u>	DOUBLE Bonus Distribution: Consortium for School Networking (CoSN) K-12 School Networking Conference, March 5-7, Washington, D.C. Computer-Using Educators (CUE) Annual Conference, March 15-17, Palm Springs
April 2012 Space Reservation: Feb. 29, 2012 Materials Deadline: March 7, 2012	eSN Special Emphasis: <u>Special Education</u> : New technologies and innovations for helping students with disabilities succeed. eSN Special Features: <u>Internet Safety</u> <u>College & Career Readiness</u> Curriculum Spotlight*: <u>Math & Technology</u>	National School Boards Association (NSBA) Annual Conference, April 21-23, Boston (Door Drop)
May 2012 Space Reservation: April 4, 2012 Materials Deadline: April 11, 2012	eSN Special Emphasis: <u>Mobile Computing</u> : New developments in smart phones, eReader devices, laptops, and tablets give schools more options. In this report, we'll survey the new mobile learning landscape and review the latest apps eSN Special Features: <u>"Green" Computing</u> <u>Emerging Technologies in Education</u> Curriculum Spotlight*: <u>Reading & Technology</u>	
June 2012 Space Reservation: May 2, 2012 Materials Deadline: May 9, 2012	eSN Special Emphasis: <u>Professional Development</u> : The latest strategies and solutions for delivering sustained, targeted, high-quality professional development to teachers and administrators. eSN Special Feature: <u>Online & Hybrid Learning</u> Curriculum Spotlight*: <u>Language Learning & Technology</u>	DOUBLE Bonus Distribution: InfoComm 2012, June 9-15, Las Vegas International Society for Technology in Education (ISTE) Annual Conference, June 24-27, San Diego

**Editorial schedules subject to change without notice.

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ISSUE	HIGHLIGHTS	BONUS DISTRIBUTION
July/Aug. 2012 Space Reservation: June 20, 2012 Materials Deadline: June 27, 2012	eSN Special Benefit: <u>Score6 Advertising Message-Impact Study</u> for first 20 junior-page or better advertisers in this issue. eSN Special Emphasis: <u>Assessment & Data Management</u> : How educators and administrators are using data collection, tracking, and analysis tools to target instruction more effectively. eSN Special Features: <u>Safety & Security</u> <u>Game-Based Learning</u> Curriculum Spotlight*: <u>Writing & Technology</u>	Building Learning Communities (BLC) 2012 Conference, July 18-20, Boston
September 2012 Space Reservation: Aug. 1, 2012 Materials Deadline: Aug. 8, 2012	eSN Special Emphasis: <u>Presentation Tools</u> : The latest innovations in projectors, interactive whiteboards, video conferencing systems, and other audio-visual technologies. eSN Special Features: <u>School IT Support</u> <u>Back to School Issue</u> Curriculum Spotlight*: <u>Music & Technology</u>	State & Regional Conferences and Seminars
October 2012 Space Reservation: Aug. 29, 2012 Materials Deadline: Sept. 5, 2012	eSN Special Emphasis: <u>School Video Use</u> : How schools are using video to empower their teachers ... and students. eSN Special Feature: <u>Food-Service Systems</u> <u>Transportation Systems</u> Curriculum Spotlight*: <u>Engineering & Technology Instruction</u>	Association of School Business Officials International (ASBO) Annual Conference, Oct. 12-15, Phoenix
November/ December 2012 Space Reservation: Oct. 3, 2012 Materials Deadline: Oct. 10, 2012	eSN Special Benefit: <u>Score6 Advertising Message-Impact Study</u> for first 20 junior-page or better advertisers in this issue. eSN Special Emphasis: <u>Digital Access & Infrastructure</u> : Strategies and solutions for providing next-generation network infrastructure in schools—and ensuring equitable access to technology at home. eSN Special Features: <u>10th Annual "e-Rate Survival Guide"</u> Curriculum Spotlight*: <u>Social Studies & Technology</u>	National Council for the Social Studies (NCSS) Annual Conference, Nov. 16-18, Seattle

*One-page features examining the use of technology to help students excel in these curriculum areas

Featured in eSchool News...

News Reporting: Critically acclaimed coverage of current events in school technology.

Best Practices: Educational technology success stories from schools around the nation.

Grants & Funding: Strategies for finding and securing school technology funds—plus, news of grants offered and awarded.

State Tech Perspectives: News, views, and analyses from state officials in the vanguard of educational technology.

Stakeholder & Community Relations: Award-winning columnist Nora Carr, nationally recognized for her work in educational communications and marketing, offers her advice.

Security Checkpoint: News and trends in school and network safety and security.

Education in Focus: Your guide to the shifting landscape of visual learning.

Viewpoint: Opinions from the nation's leading educators and school technology analysts.

NetWatch: The month's very best websites for teaching, learning, and leading.

Success at the Top: Stories of America's most successful superintendents.

Default Lines: Unconventional wisdom on school technology, from the editor of eSchool News.

K-20 Technology Solutions Center Marketplace: Display classified "Smart Start" advertising gives start-ups and small firms a presence in print to establish their brands with ed-tech buyers.

eSN Online Update: Highlights of what's coming soon to education's No. 1 website: eSchool News Online (<http://www.eschoolnews.com>).

Product Spotlight: The month's best picks for new technology products.

Advertisers' Showcase: Info on product launches and upgrades exclusively from advertisers running in the current issue. *(creative for this value added advertiser benefit needs to be received by the "space reservation" deadline)*

eSchool Partners: Key organizations and leading companies supporting the eSchool movement.

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2012 Print Rates (gross)

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Cover Rates 4/C

Frequency	1x	3x	6x	9x	12x
Inside Front	\$14,200	\$13,500	\$13,000	\$12,100	\$11,700
Inside Back	\$13,200	\$12,500	\$12,000	\$11,400	\$10,900
Outside Back	\$16,000	\$15,400	\$14,500	\$13,800	\$12,000

Tabloid Spreads 4/C

Frequency	1x	3x	6x	9x	12x
Spread	\$17,400	\$16,700	\$15,700	\$14,600	\$13,200

Tabloid Pages 4/C

Frequency	1x	3x	6x	9x	12x
Full Page	\$11,100	\$10,500	\$9,800	\$9,000	\$8,600
3/4 Page	\$9,700	\$9,000	\$8,600	\$7,600	\$7,400
1/2 Page	\$8,100	\$7,400	\$7,200	\$6,600	\$6,300
1/3 Page	\$7,200	\$6,600	\$6,400	\$5,800	\$5,600
1/4 Page	\$6,300	\$5,800	\$5,600	\$5,200	\$5,000
1/8 Page	\$4,400	\$4,200	\$4,000	\$3,700	\$3,600

Junior Pages 4/C (Magazine Format)

Frequency	1x	3x	6x	9x	12x
Full Page Jr.	\$8,600	\$8,300	\$7,700	\$7,300	\$6,900
2/3 Page Jr.	\$7,600	\$7,200	\$6,800	\$6,400	\$6,200
1/2 Page Jr.	\$7,200	\$6,600	\$6,400	\$5,800	\$5,600
1/3 Page Jr.	\$5,200	\$4,800	\$4,700	\$4,600	\$4,400
1/4 Page Jr.	\$4,700	\$4,400	\$4,300	\$4,000	\$3,900

Smart Start Rate 4/C

Frequency	1x	3x	6x	9x	12x
3" x 2.5"	\$600	\$550	\$500	\$475	\$450

First payment must precede initial listing. No agency discount. *-net pricing*

Inserts, Custom Publishing, Posters, Calendars, Bellybands, etc.

Rates are quoted on an individual basis. Please call your account rep for further information.

****Find print sizes, specs and policies for our Publications on page 35.****

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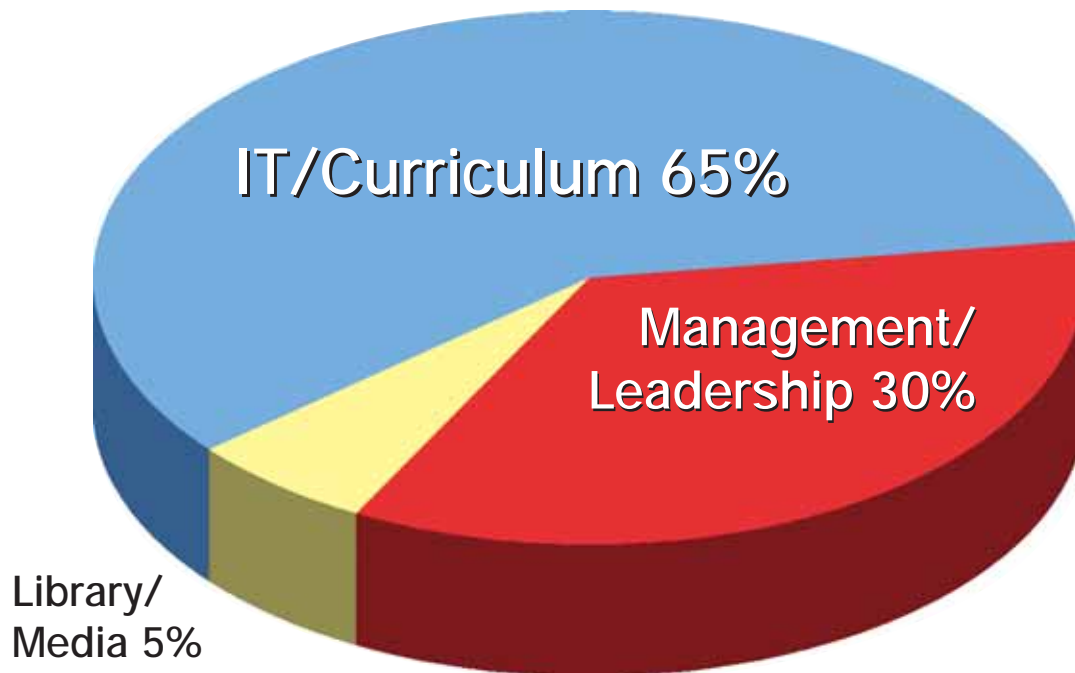
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With over 500,000* page views per month, buyers will get your message!

For more than 14 years, eSchool News Online has been the No. 1 website for ed-tech daily news and information for K-20 decision makers. With over 284,000 registered members, more than 500,000 page views a month* and 110,000 visits* a month eSchool News Online gives you access to the key technology buyers in education today.



IT/Curriculum – 65%

Includes titles such as: CIO/MIS/IT Director, Curriculum Director, Instructional Technology Specialist, Technology Coordinator, Technology Advocate

Library/Media – 5%

Includes titles such as: Librarian, Library Services Director, Media/Audiovisual Director, Media Center Director

Management/Leadership – 30%

Includes titles such as: Superintendent, Chief State School Officer, State Education Technology Director, Deputy/Assistant/Area Superintendent, Principal/Assistant Principal, BusinessManager/ Purchasing Agent, Federal/State Program Director, Human Resource Director, Safety/Security Director, Special Education Director, Governors Office Staff, Legislative Staff Member, School Board Member, College/University Official/ Professor

* Google Analytics, 3-month average March-May 2011

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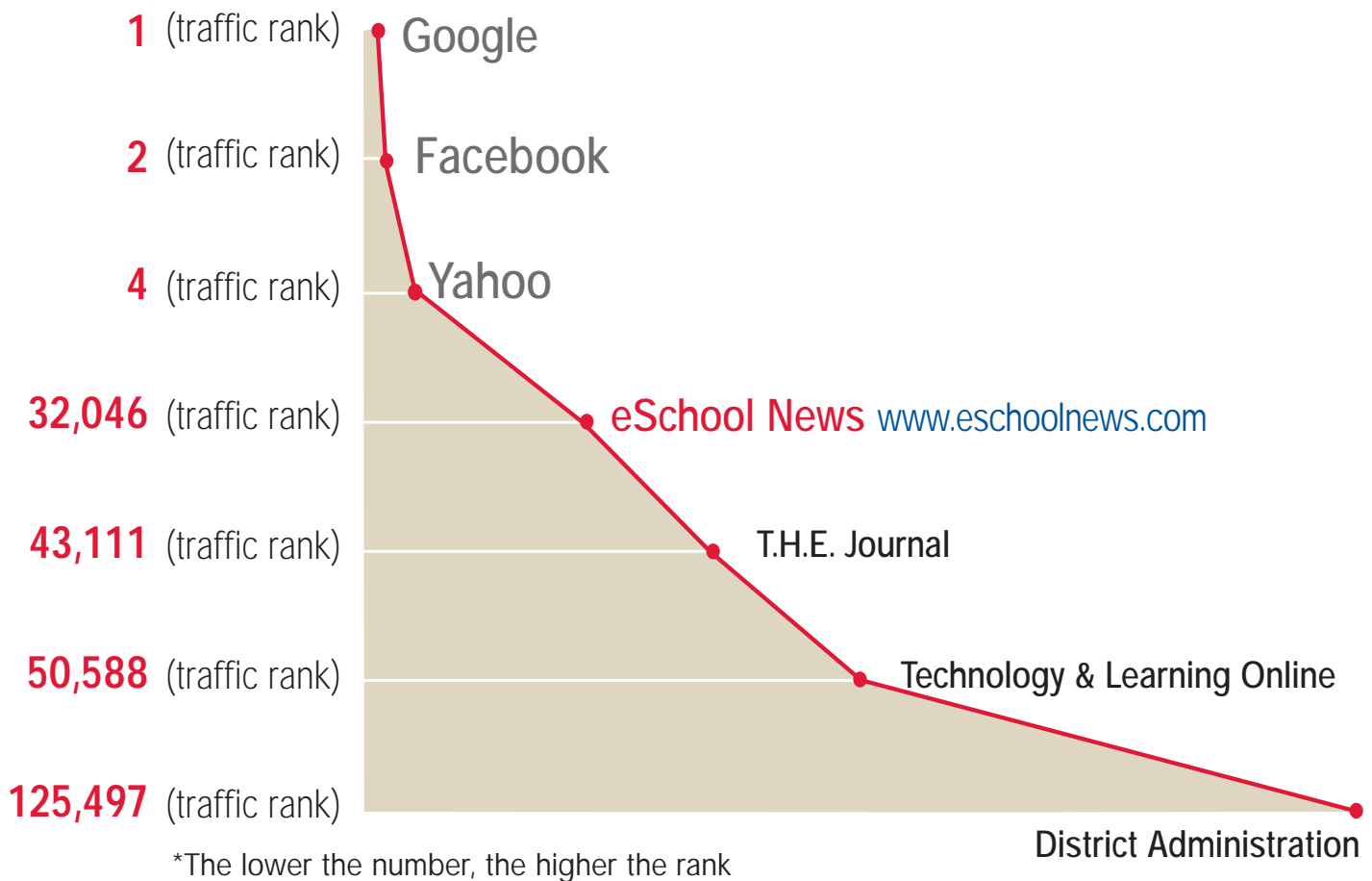
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eSchool News Online Ranked #1 Ed-Tech Publication Website in the U.S.

*Selected Publication Websites as Ranked by Amazon's
Alexa Search Engine – as of August 2011*



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84% of the education leaders who read eSN Online are involved in buying ed-tech products and services:

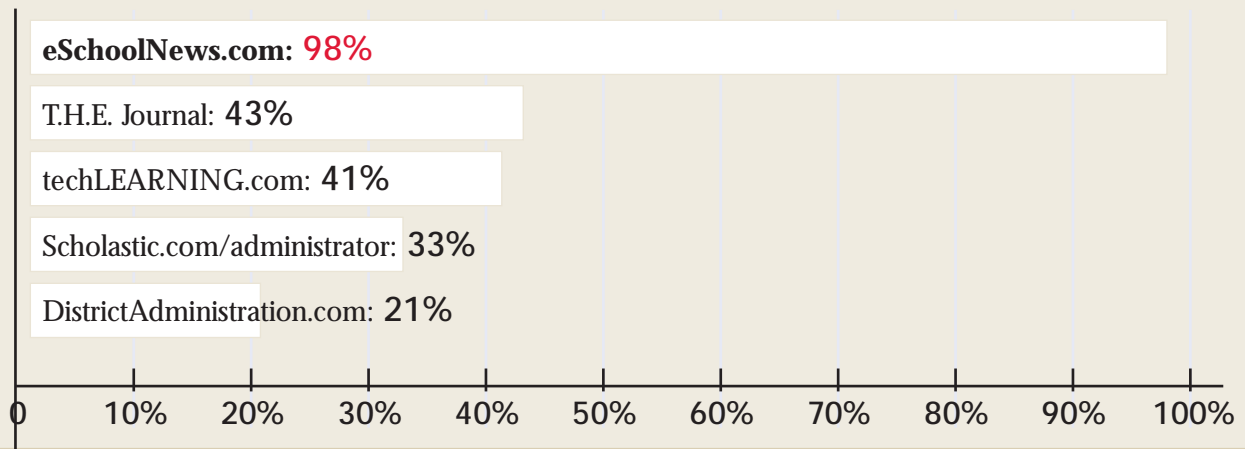
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99% of the education leaders who read eSN Online say it's valuable to their work

Which websites do K-20 decision makers find useful?



Excerpted from a 2011 study by Litchfield Research

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Deliver your electronic marketing message to opt-in subscribers via the eSchool News broadcast eMail program.

Your message will reach only those who have explicitly asked to receive this type of information. When you're a sponsor in one of our eMail newsletters, your marketing message will gain even more impact and authority by appearing along with the high-value editorial content produced by our award-winning editors. Or you may choose to send an exclusive message.

Unlike some others, eSchool News Opt-in eMail newsletters are not merely a "clipping service." Ed-tech buyers turn to these electronic publications for news and information, gathered and reported first-hand by the editors of eSchool News.

Here are four ways to get your message to the minds that matter:

1. **Exclusive eMail Broadcast** – An exclusive, HTML eMail broadcast service that provides K-20 decision makers with important communications from advertisers and others who partner with eSchool News.

Circulation: 41,000 and growing (Ask your account exec for the latest figure).

CPM \$125 net

Specs: Send us your HTML message with a clickable URL and a subject line of 35 characters.

2. **eSchool News This Week** – A broadcast eNewsletter issued every Monday. It delivers a full week's worth of original must-read ed-tech news and information.

Circulation: 90,000 and growing (Ask your account exec for the latest figure).

CPM \$50 net

3. **Tools for Schools** – A broadcast eNewsletter issued every Wednesday. It delivers case studies, best practices, new product information, opinion polls, and how-to articles.

Circulation: 82,000 and growing (Ask your account exec for the latest figure).

CPM \$50 net

4. **eSchool News Today** – A broadcast eNewsletter that delivers the day's hottest original ed-tech news straight to the eMail inboxes of the men and women responsible for technology purchases in the schools and colleges of North America.

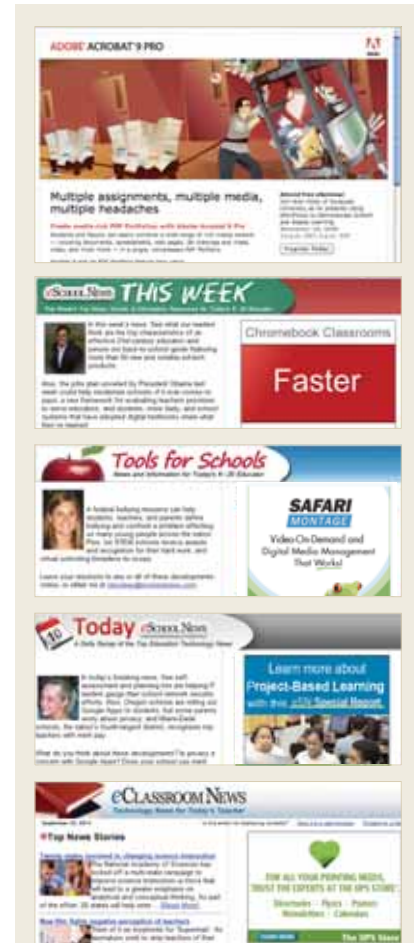
Circulation: 61,000 and growing (Ask your account exec for the latest figure).

CPM \$50 net (5 consecutive insertions)

5. **eClassroom News** – A broadcast eNewsletter that delivers the week's top ed-tech news specifically targeted to teachers every Friday.

Circulation: 49,000 and growing (Ask your account exec for the latest figure).

CPM \$50 net



Specifications:

All GIF or JPEG, up to 3 loops

- (1) **Leaderboard**– 728x90 pixels, up to 40K file size
- (2) **Core Banner** – 468x60 pixels, up to 40K file size
- (3) **Box Ads** – 300x250 pixels, up to 40K file size
- (4) **Text Ads** - Up to 50 words of text and 120x120 pixel logo set in a box ad

IMPORTANT NOTE:

eSchool News Online complies with the Interactive Advertising Bureau (IAB) on all terms and definitions for traffic and advertising impressions.

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1-800-394-0115 x 163

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eCampus News & eClassroom News
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PUBLISHER– Gregg W. Downey
gdowney@eschoolnews.com
1-800-394-0115 x 107

eSCHOOL NEWS 2012 Tech-Savvy Superintendent Awards (TSSA)

2012
Advertising

As the world becomes an increasingly digital society, the nation's schools are entering a new era of accountability, and this has changed our expectations of school superintendents. The Tech-Savvy Superintendent Awards recognizes 10 of the nation's top K-12 superintendents for their outstanding ed-tech leadership and vision.

DIAMOND SPONSORSHIP

Benefits include:

- Tab 4C in February and April issues
- Organization recognition in all TSSA-related communications
- 7x10 4C ad in Awards Ceremony souvenir program booklet
- Two-minute greeting from organization representative at Awards Ceremony
- Remarks streamed live via internet, archived for minimum of three months at eSN.TV, and distributed via Tools for Schools
- Space for sponsor collateral on Awards-Ceremony literature tables
- Sponsor logo prominently displayed on signage in Awards-Ceremony venue
- Recognition on sponsor poster positioned at each Awards-Ceremony entrance
- Awards-Ceremony invitation for four sponsor representatives

COST: \$29,000 net (total of **three** sponsorships available)

GOLD SPONSORSHIP

Benefits include:

- Recognition in all TSSA-related communications
- 3.5x5 4C ad in Awards Ceremony souvenir program booklet
- Recognition on sponsor poster positioned at each Awards-Ceremony entrance
- Space for sponsor collateral on Awards-Ceremony literature tables
- Awards-Ceremony invitation for two sponsor representatives
- Recognition in the TSSA video coverage streaming live on eSN.TV

COST: \$9,000 net (total of **six** sponsorships available)

SILVER SPONSORSHIP

Benefits include:

- Listing in all TSSA-related communications
- Listing on sponsor poster positioned at each Awards-Ceremony entrance
- Space for sponsor collateral on Awards Ceremony literature tables
- Awards-ceremony invitation for one sponsor representative
- Recognition in the TSSA video coverage streaming live on eSN.TV

COST: \$3,000 net (total of **ten** sponsorships available)



Schedule:

2012 TSSA / Century Club 100
eNewsletter: issued quarterly,
commencing on or about
May 31, 2011

2012 Nominations Open:
Sept. 1, 2011

2012 Nominations Close:
Oct. 28, 2011

2012 Finalists Notified:
Nov. 30, 2011

2012 Laureates Announced:
Feb. 1, 2012
(February issue and electronic media)

2012 Laureates Honored:
in Houston during AASA national
convention on **Thursday, Feb. 16,**
2012, from 11:45 a.m. to 1:30 p.m.

2012 Awards Ceremony Coverage:
March 31, 2012
(April issue and electronic media)

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Reach Higher-Ed Technology Buyers with eCampus News

"The number one news resource for today's higher education decision makers"

eCampus News is the number one trusted source of news and information for education-technology decision makers in colleges and universities. In every issue of **eCampus News**, our reporters, editors, and columnists put themselves in the shoes of the education leaders who need unbiased, contextual information that will help them evaluate, purchase, implement, and maintain the hardware, software, and services that support their schools and colleges and drive improved student learning.

For recognition, credibility, and loyalty, there is no better, more cost-effective education-technology publication today. With a total circulation of over 55,000* key education-technology buyers, **eCampus News** provides you direct access to higher-ed leaders, including: Presidents, Chancellors, Provosts, CIOs and IT Directors in universities and colleges throughout North America – all while offering the lowest CPM in the marketplace.

Together with the top education-technology writers, editors, columnists, and reporters of **eCampus News**, your ad campaign ensures your products, services, company, and brand stay top of mind among the people who matter most in higher-education procurement.

*Publishers Statement, June 2011

Look at what some of our reader's are saying...

"Just wanted to tell you that eCampus News is outstanding. As a professor, you definitely would have an A+ in my class."

—Computer Science Professor

"eCampus News does a great job of covering education. Your stories are well chosen and very informative. Frequently, you carry information not found elsewhere in the education press. Keep up the great work. I look forward to my copy every month."

—Professor, Kean University

"I greatly enjoy reading eCampus News. It is exceptionally well done and most informative."

—Professor, UNC-Chapel Hill



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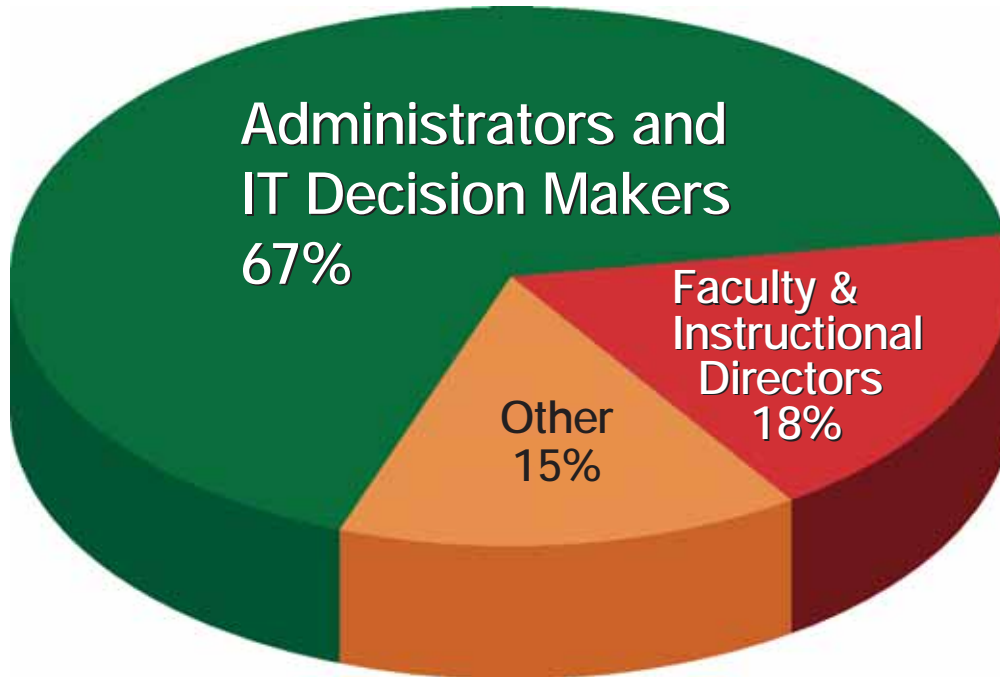
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1-800-394-0115 x 107

Newspaper circulation: Over 55,000* higher-education leaders



Administrators and IT Decision Makers – 67%

Titles such as: Executive Directors, Administrators, and IT Decision Makers (including Presidents, Provosts, CIOs, CTOs, Vice Presidents, and Deans)

Faculty & Instructional Directors – 18%

Titles such as: Subject-Area Chairs, Athletics Directors, and Faculty Leaders, Institute Directors and Research Directors

Other – 15%

Titles such as: Campus Services/Consultants & Vendors (including Facilities Directors, Bookstore Operators, and Technology Providers)

*Publishers Statement, June 2011

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eCAMPUS NEWS

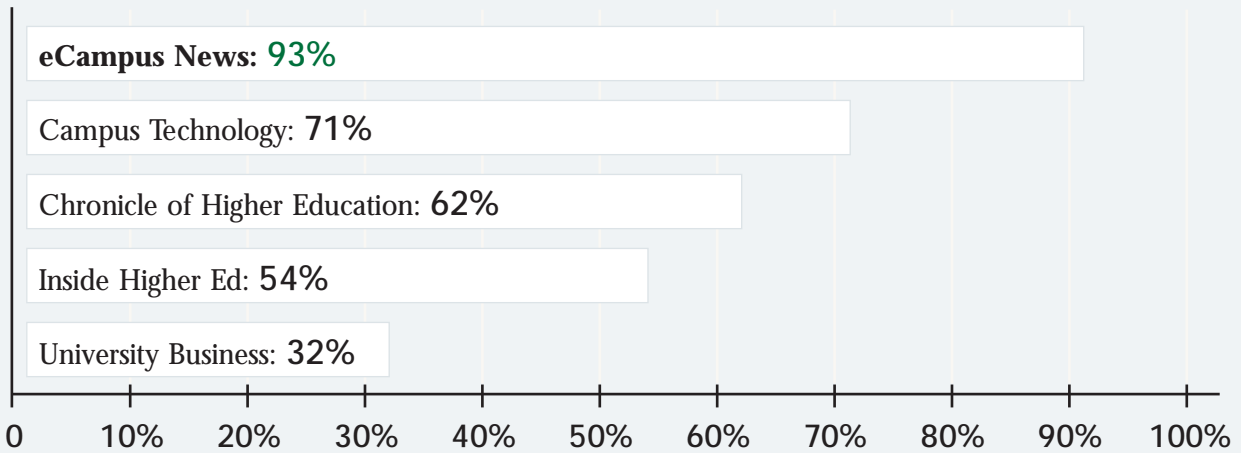
eCN Subscriber Survey*

2012
PUBLICATION
Advertising

99% of readers say eCN is “credible”; **99%** say it’s “informative”;
99% say it’s “useful”; and **93%** say it’s “authoritative”

73% of the education leaders who read *eCampus News* are involved in buying ed-tech products and services; **64%** have taken action as a result of an ad they’ve seen in eCN within the last 12 months

Which publications do higher-education leaders find useful?



*Excerpted from a 2011 study by Litchfield Research

Plans to Purchase

Higher education leaders' plans to purchase in the next 12 months

Product or service	eCampus News readers	eCN Online readers
Computers/Software	86%	70%
Multimedia Solutions	77%	60%
Mobile Devices	77%	55%
Curriculum	60%	49%
Presentation Systems	77%	60%
Safety/Security	51%	40%
Network Infrastructure	44%	45%
Administration/Management	42%	48%
Facilities	54%	41%
LMS	37%	42%

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eCAMPUS NEWS

Editorial Calendar**

2012
PUBLICATION
Advertising

eCampus News is dedicated to helping higher-education officials lead their institutions in 21st-century teaching, learning, and research by featuring the latest educational technology news and information, expert advice, best practices, and special reports. Each month, our elite higher-education decision makers—**your best sales prospects**—meticulously review this information to help them evaluate and purchase technology products and services for their colleges and universities.

ISSUE	HIGHLIGHTS	BONUS COVERAGE
January 2012 Space Reservation: Nov. 23, 2011 Materials Deadline: Nov. 30, 2011	eCN Special Emphasis— <u>Online Learning</u>: New developments in learning and course management systems, hybrid classes, online courses and degree programs, validated learning, and more. eCN Special Feature— <u>Readers' Choice Awards</u>: The best ed-tech products for colleges & universities; <u>Technology for Auditoriums & Stadiums</u>	State & Regional Conferences & Seminars
February 2012 Space Reservation: Dec. 28, 2011 Materials Deadline: Jan. 4, 2012	eCN Special Emphasis— <u>"Green" Campuses</u>: New developments in energy-efficient and environmentally friendly building and computing technologies, campus sustainability projects, and more. eCN Special Feature— <u>Software Virtualization</u>	State & Regional Conferences & Seminars
March 2012 Space Reservation: Jan. 25, 2012 Materials Deadline: Feb. 1, 2012	eCN Special Emphasis— <u>Campus Libraries</u>: Library automation software; library asset management systems; online reference databases; scanning, digitizing, and archiving services; centralized media storage and distribution systems; and more. eCN Special Feature— <u>Spotlight on Emerging Technologies</u>	American Council on Education (ACE) Annual Conference, March 10-13, Los Angeles Digital Signage Expo, March 6-9, Las Vegas
April 2012 Space Reservation: Feb. 22, 2012 Materials Deadline: Feb. 29, 2012	eCN Special Emphasis— <u>Student Recruitment & Retention</u>: How higher education is responding to the Obama administration's goal to lead the world again in college attainment by 2020—and how technology can help. eCN Special Feature— <u>Accessible & Assistive Technologies</u>	Association for Information Communications Technology Professionals in Higher Education (ACUTA) Annual Conference, April 29-May 2, Indianapolis
May 2012 Space Reservation: March 28, 2012 Materials Deadline: April 4, 2012	eCN Special Emphasis— <u>Construction & Renovation</u>: New trends and recent developments in architectural design and building technologies for campus dormitories, classroom spaces, laboratories, libraries, athletic facilities, and more. eCN Special Feature— <u>Managing Mobile Devices</u>	State & Regional Conferences & Seminars
June 2012 Space Reservation: April 25, 2012 Materials Deadline: May 2, 2012	eCN Special Emphasis— <u>Enterprise Software</u>: Procurement, HR, and finance systems; financial aid and admissions software; student information systems; data tracking, analysis, and reporting tools; calendaring and scheduling software; and more. eCN Special Feature— <u>Campus Safety & Security</u>	InfoComm 2012, June 13-15, Las Vegas
July/Aug. 2012 Space Reservation: June 13, 2012 Materials Deadline: June 20, 2012	eCN Special Benefit— <u>Score6 Advertising Message-Impact Study</u> for first 10 junior-page or better advertisers in this issue. eCN Special Emphasis— <u>Campus Communications</u>: Wired and wireless network infrastructure; voice over IP systems; telephony and telecommunications services; cellular and eMail service; emergency communications systems; and more. eCN Special Feature— <u>Spotlight on Internet2 Applications</u>	National Association of College and University Business Officials (NACUBO) Annual Conference, July 28-31, National Harbor, Md.

**Editorial schedules subject to change without notice.

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eCAMPUS NEWS

Editorial Calendar**

2012
PUBLICATION
Advertising

ISSUE	HIGHLIGHTS	BONUS COVERAGE
September 2012 Space Reservation: July 25, 2012 Materials Deadline: Aug. 1, 2012	eCN Special Emphasis— <u>AV Systems & Presentation Tools:</u> Digital projectors and document cameras; interactive whiteboards and personal response systems; "smart" consoles; instructional and streaming video services; media capturing, archiving, and distribution systems; video conferencing systems; video production and editing tools; and more. eCN Special Feature— <u>Digital Signage</u>	State & Regional Conferences & Seminars
October 2012 Space Reservation: Aug. 29, 2012 Materials Deadline: Sept. 5, 2012	eCN Special Emphasis— <u>Open Technologies:</u> Open-source software initiatives (including open learning management systems), open courseware projects, and more. eCN Special Features— <u>Campus IT Support</u> <u>Data Storage & Management</u>	EDUCAUSE Annual Conference, Nov. 6-9, Denver
November/ December 2012 Space Reservation: Oct. 3, 2012 Materials Deadline: Oct. 10, 2012	eCN Special Benefit— <u>Score6 Advertising Message-Impact Study</u> for first 10 junior-page or better advertisers in this issue. eCN Special Emphasis— <u>Campus Fundraising:</u> Meet the nation's best campus fundraisers— and learn their secrets to reeling in huge donations for their schools. eCN Special Feature— <u>Next-Generation Network Security</u>	State & Regional Conferences & Seminars

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Featured in eCampus News...

Front Lines: Quick-hitting items of interest to campus executives.

Success at the Top: Profiles of America's most successful higher-education officials.

In the News: Critically acclaimed coverage of breaking news, emerging trends, and recent developments in campus technology.

Leading Edge: A look at brand-new and just-over-the-horizon technologies that are sure to affect higher education.

Behind the Enterprise: News, trends, and best practices for using technology to drive the eCampus enterprise.

Teaching & Research: The latest ed-tech developments affecting higher-ed classrooms and research labs.

eCampus Security: News, trends, and best practices in ensuring campus safety and security.

OpenCourse Overture: In partnership with the OpenCourse Consortium, a monthly roundup of the most exciting OpenCourse content making its debut online.

Money Matters: Success stories, trends, and recent developments in the world of higher-education fundraising and finance.

Law & Ethics: News and analysis of the legal and ethical implications for campus technology use.

Eye on the Ball: Recent developments at the intersection of technology and college athletics.

NetWatch: The month's top higher-ed websites for teaching, learning, and leading.

Product Spotlight: New technology products of interest to higher education.

Advertisers' Showcase: Info on product launches and upgrades exclusively from advertisers running in the current issue.
(creative for this value added advertiser benefit needs to be received by the "space reservation" deadline)

eCampus Partners: Key organizations and leading companies supporting the eCampus movement.

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eCAMPUS NEWS

2012 Print Rates (gross)

2012
PUBLICATION
Advertising

Cover Rates 4/C

Frequency	1x	3x	6x	9x	11x
Inside Front	\$7,000	\$6,750	\$6,500	\$6,000	\$5,850
Inside Back	\$6,500	\$6,250	\$6,000	\$5,700	\$5,450
Outside Back	\$8,000	\$7,500	\$7,250	\$6,900	\$6,000

Tabloid Spreads 4/C

Frequency	1x	3x	6x	9x	11x
Spread	\$8,700	\$8,350	\$7,850	\$7,300	\$6,600

Tabloid Pages 4/C

Frequency	1x	3x	6x	9x	11x
Full Page	\$5,550	\$5,250	\$4,900	\$4,500	\$4,300
3/4 Page	\$4,850	\$4,500	\$4,300	\$3,800	\$3,700
1/2 Page	\$4,000	\$3,700	\$3,600	\$3,300	\$3,150
1/3 Page	\$3,600	\$3,300	\$3,200	\$2,900	\$2,800
1/4 Page	\$3,150	\$2,900	\$2,800	\$2,600	\$2,500
1/8 Page	\$2,200	\$2,100	\$2,000	\$1,850	\$1,800

Junior Pages 4/C (Magazine Format)

Frequency	1x	3x	6x	9x	11x
Full Page Jr.	\$4,300	\$4,150	\$3,850	\$3,650	\$3,450
2/3 Page Jr.	\$3,800	\$3,600	\$3,400	\$3,200	\$3,100
1/2 Page Jr.	\$3,600	\$3,300	\$3,200	\$2,900	\$2,800
1/3 Page Jr.	\$2,600	\$2,400	\$2,200	\$2,100	\$2,050
1/4 Page Jr.	\$2,350	\$2,200	\$2,100	\$2,000	\$1,900

Smart Start Rate 4/C

Frequency	1x	3x	6x	9x	12x
3" x 2.5"	\$600	\$550	\$500	\$475	\$450

First payment must precede initial listing. No agency discount. *-net pricing*

Inserts, Custom Publishing, Posters, Calendars, Bellybands, etc.

Rates are quoted on an individual basis. Please call your account rep for further information.

****Find print sizes, specs and policies for our Publications on page 35.****

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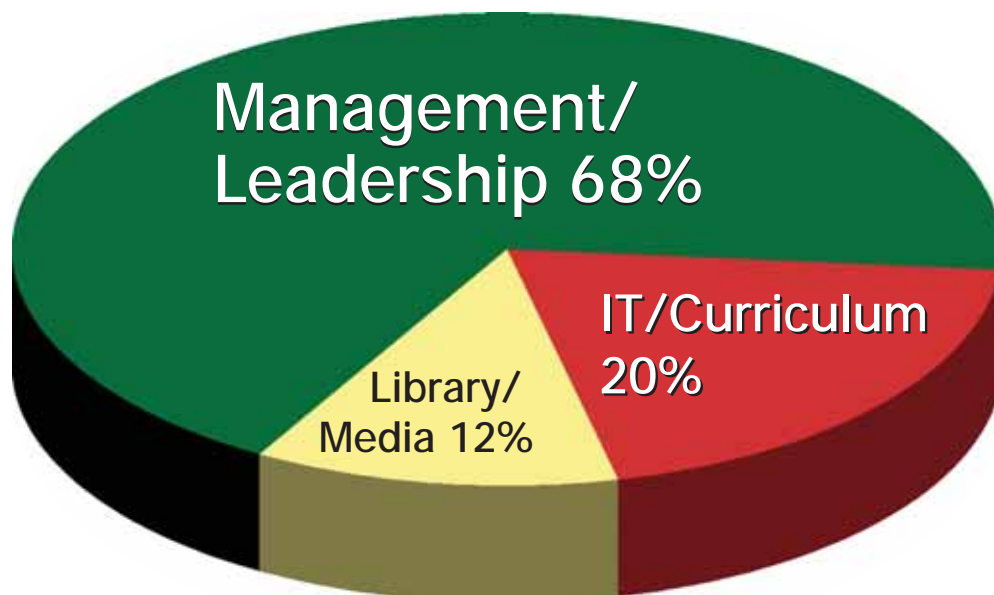
eCAMPUS NEWS

Website Visitor Profile

2012
ONLINE
Advertising

Reach over 20,000* technology buyers per month online with eCampus News.

eCampus News is the number one trusted source of news and information for higher-ed tech decision makers.



Management/ Leadership – 68%

Includes titles such as: Academic Officer, Dean, Chancellor, Vice President, Director Branch Campus, Campus Services, President, CEO, Provost

IT/Curriculum – 20%

Includes titles such as: MIS and IT Director/Manager, Technology Coordinator, IT Specialist, Tech Director

Library/Media – 12%

Includes titles such as: Librarian, Library Services Director, Libray/Media Director/Manager, Media Specialist

*Google Analytics, August 2011

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eCAMPUS NEWS

Opt-in eMail Sponsorships

2012
ONLINE
Advertising

Deliver your electronic marketing message to opt-in subscribers via the eCampus News broadcast eMail program.

Your message will reach only those who have explicitly asked to receive this type of information. When you're a sponsor in one of our eMail newsletters, your marketing message will gain even more impact and authority by appearing along with the high-value editorial content produced by our award-winning editors.

Unlike some others, **eCampus News** Opt-in eMail newsletters are not merely a "clipping service." Ed-tech buyers turn to these electronic publications for news and information, gathered and reported first-hand by the editors of **eCampus News**.

Get your message to the minds that matter:

1. **eCampus News This Week** – A broadcast eNewsletter issued every Monday. It delivers a full week's worth of original must-read ed-tech news and information. Circulation: 12,000 and growing (Ask your account exec for the latest figure). \$800/issue net
2. **eCampus News Today** – A broadcast eNewsletter that delivers the day's hottest original ed-tech news straight to the eMail in-boxes of the men and women responsible for technology purchases in the schools and colleges of North America. Circulation: 9,000 and growing (Ask your account exec for the latest figure). \$1,000 net (five consecutive issues)

Look at what some of our reader's are saying....

"I look forward to reading eCampus News each month. It helps me keep up with what's going on in the world of ed-tech and the articles are so great, I pass them on to my colleagues!"

–Tech Coordinator, University of Phoenix

Thank you for putting out such a great newspaper for technology educators. Your website and print edition have helped me greatly!"

–Professor, Helwan University

"Your publications, both print and electronic are outstanding and informative. I often send particular articles onto my colleagues."

–Reference Librarian, Community College of Allegheny County



Specifications:

All GIF or JPEG, up to 3 loops

- (1) **Leaderboard**– 728x90 pixels, up to 40K file size
- (2) **Core Banner** – 468x60 pixels, up to 40K file size
- (3) **Box Ads** – 300x250 pixels, up to 40K file size
- (4) **Text Ads** - Up to 50 words of text and 120x120 pixel logo set in a box ad

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eCLASSROOM NEWS

"Technology News for Today's Teacher"

2012
Advertising

Reach champions of classroom technology with
eClassroom News Online and eClassroom News This Week!

eClassroom News is the pivotal website and publication brought to you from the publishers of **eSchool News** and **eCampus News**.

eClassroom News delivers news and information via web, eMail, webinars, and video communications to today's classroom instructor. Our news and information provide education-technology content and services for teachers and educators to help them achieve their educational goals in the classroom.

The all-digital publication is delivered to over 49,000* direct personal requestors weekly, which include classroom practitioners at all grade levels and all subject areas. Its editorial concentrates on technology-relevant content for teachers. The publication has a rapidly growing circulation of classroom technology champions and is distributed throughout North America and beyond.

The website and publication deliver everything from best practices to grants and funding. Much like **eSchool News** and **eCampus News**, there are plenty of opportunities to reach out and target teachers. From sponsoring an **Educator Resource Center** or hosting a webinar, the choice is yours.

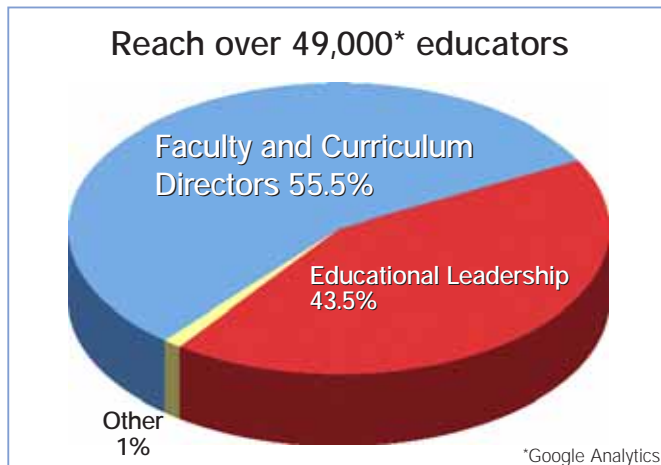
eClassroom News This Week

COST: \$500/issue net (\$1,500 net for four consecutive issues)

For eClassroom Online banner specs and rates, see Pages 31 & 32

eClassroom News 2012 Editorial Calendar

January 2012 21st-Century Skills	July 2012 Writing & Technology
February 2012 Art & Technology	August 2012 Health, Physical Education & Technology
March 2012 Science & Technology	September 2012 Music & Technology
April 2012 Math & Technology	October 2012 Engineering & Technology Instruction
May 2012 Reading & Technology	November 2012 Social Studies & Technology
June 2012 Language Learning & Technology	December 2012 Internet Safety Education



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MIDWEST- Patty Voltz
pvoltz@eschoolnews.com
1-813-991-4099

WEST- Paul Turchetta
prturchett@aol.com
1-310-540-3344

WEST- Juliana Hefford
eCampus News & eClassroom News
jhefford@aol.com 1-310-540-3344

PUBLISHER- Gregg W. Downey
gdowney@eschoolnews.com
1-800-394-0115 x 107

In K-12 and Higher Ed, you now can combine the power of display advertising with the lead generation of direct-response marketing

- Print & Online
- Lead Generation
- Collateral Marketing

By bundling our award-winning presentation with your important sales message, your **eSchool Media Special Report** or **Publisher's Report** showcases your mission to a receptive audience of school and college technology decision makers. The **eSchool Media Report** may appear in the **eSchool News Publication Network** (K-20), the **eCampus News Publication Network** (Higher Ed), or both.

Special Report versus Publisher's Report

The **Special Report** is a four- or eight-page treatment of a topic vital to the **eSchool Media** audience. After consultation with the sponsor, the **Special Report** is researched and written exclusively by the editors without review by the sponsor. The **Publisher's Report** also is an four- or eight-page treatment of a vital topic, but the sponsor controls the content and may review the final product before publication. The **Publisher's Report** is labeled as Advertising or Sponsored Content.

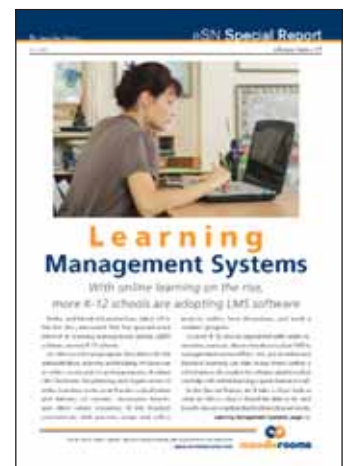
eSM Reports reach school and college technology decision makers!

Your sponsored **Special Report** or **Publisher's Report** can reach up to nearly one million K-20 buyers. The audience includes the readers and visitors to eSchool News, eCampus News, or both.

Your eSM Report Sponsorship generates direct sales leads for your organization! In addition to inclusion in a selected **eSchool Media** publication or publications, your sponsored **eSM Report** is prominently featured on one or more of our award-winning websites.

Your eSM Report Sponsorship Package includes . . .

- Full-Page, 4-Color Tabloid Ads Within the **eSM Report**
- Highly qualified Sales Leads
- Company sponsorship Callouts and Logo - on all editorial pages of the **eSM Report**
- Bonus Distribution at Key Education Conferences
- **eSM Report** Reprints - for your exclusive distribution
- **eSM Report** Link - featured prominently on the home page of our award-winning websites eschoolnews.com/ecampusnews.com
- Additional eMail marketing to over 250,000 eMail subscribers



COST:	4 page	8 page
eSchool News:	\$25,000 net	\$39,000 net
eCampus News:	\$12,000 net	\$19,000 net
Both:	\$35,000 net	\$49,000 net

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In K-12 or Higher Ed, you now can combine the branding power of web banners with the lead-generating power of direct-response marketing.

Get a minimum of three (3) months of recognition on the Front Page of the higher ed or K-12 networks of **eSchool Media** and one (1) broadcast eMail message to our massive eMail database.

Work with the award-winning team of **eSchool Media** to develop a customized topic for your microsite. Then add high-quality service content of your own choosing to reports written by **eSchool Media** editors.

Result: Educating, Branding, Lead Generating!

Benefits

- Generate highly qualified leads for your sales force/resellers
- Drive highly qualified traffic to your website
- Be recognized for your sponsorship in a special message from the relevant **eSchool Media** publication to our massive eMail database
- Establish your company as “the authority” on a topic of major significance
- Provide customized, product-specific content for placement in the Resource Center
- Be eligible to participate in our **eSM Partners’** program (send one news release per week for posting to **eSchool News Online** or **eCampus News Online**, with a notice in a weekly eNewsletter).
- Have your company highlighted in the “This Month’s Online Contents” area of a print newspaper.

SPECS:

Top Banner & Anchor Banner: 728 x (up to) 200 pixels each

Skyscraper Banners: 160 x 600 pixels (up to 3 stacked ads)

COST: For first three months (frequency discounts, monthly rates thereafter)

eSchool News With eMail addresses: \$14,000/net

eCampus News With eMail addresses: \$9,000/net



IMPORTANT NOTE:

eSchool News Online complies with the Interactive Advertising Bureau (IAB) on all terms and definitions for traffic and advertising impressions.

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eSCHOOL MEDIA

Webinars

2012 Marketing for
K-12 & Higher Education

Let eSchool Media help you. . .

- Build your brand
- Educate K-20 buyers
- Generate red-hot sales leads
- Raise your market profile

Whether for K-20 or exclusively higher ed, a webinar is a strong, interactive program that can bring you brand recognition, prestige in the marketplace, and highly qualified leads while simultaneously providing a tremendous service to educational technology leaders. As a primary feature of an **eSchool Media** website, our webinars are custom built and designed around a topic chosen by you and our staff with you as the exclusive sponsor.

Check out these great features and benefits of sponsoring webinars through **eSchool Media**:

- A Banner runs for at least one month on our website announcing your program.
- A Banner will also run in our fleet of eMail newsletters for a full month.
- We will also draw attention to specific webinars in the Online Content areas of our monthly print newspapers.
- Your webinar will be promoted through social media.
- We'll also send out two exclusive eMails to our audience.
- We send eMails acknowledging and thanking each registrant.
- Reminder eMails go to each registrant one week and one day prior to the event.
- Leads will be gathered and sent to you in an Excel spreadsheet on all the registrants, with full contact information including eMail addresses.
- The webinar will then be made available to you for your continued use after the program runs.
- An archived version will be available on our website for an additional 12 months.
- We'll send a follow-up eMail to each registrant with thanks for attending and a link to share or to review.
- After the event, we will promote the archived version to our entire audience of school and college technology decision makers.

COST:

Check with your sales rep to get the most cost-effective pricing in the marketplace – with strong discounts for volume orders.

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eSCHOOL MEDIA

Whitepaper Library

2012 Marketing for
K-12 & Higher Education

Here's a hassle-free, cost-effective way to leverage your white papers and case studies for maximum impact and lead generation.

You'll be able not only to present your valuable white papers and case studies to the elite buyers of **eSchool Media**. But you'll also receive weekly lead reports – including full contact information – on any education technology decision maker who has visited your white paper or case study during the past week.

Placement

Your whitepaper or case study will be hosted in the **eSchool Media “Whitepaper Library,”** presented among the “Resources” accessed from the front page of our trio of critically acclaimed websites – **eSchool News** (K-20), **eCampus News** (Higher Ed), and **eClassroom News** (Teachers).

Promotion

Your whitepaper or case study will be promoted to the audiences of **eSchool Media** via our “**This Week**” series of eMail newsletters, in “**Tools for Schools,**” and through a “**Whitepaper Update**” issued on or about the 26th of each month alerting education decision makers to the resources now available in the **eSchool Media Whitepaper Library.**

Leads

If a library visitor is a registered member of **eSchool Media**, we will automatically capture complete contact information when he or she clicks on the link that leads to your full whitepaper. If the visitor is not a registered member of our website, a registration page will pop up. That visitor will be required to register before being able to access the full whitepaper.

Each week, you will receive an automated report containing contact information for all those who have accessed your whitepaper that week.

COST:

Annual Package (12 consecutive months)	\$15,000 net
Quarterly Package (three consecutive months)	\$4,000 net
Monthly Package (two-month minimum to start)	\$1,500 net/month



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eSCHOOL MEDIA

Conference Information Center Sponsorships

2012 Marketing for
K-12 & Higher Education

Multiply your marketing impact at the leading ed-tech conferences

The eSchool Media **Conference Information Center** is a micro-site within **eSchool News** & **eCampus News** Online.

Sponsor real-time, in-depth coverage of K-20's most important conferences; ensure an effective presence at every major show.

Benefits

- 300 x 250-pixel rotating "Conference Information Center" Box Ad, hotlinked to your website
- One Product Showcase highlighting your featured product (200 words & photo)
- Sponsorship of one daily & one weekly eMail
- VIP editorial consideration for your conference events and announcements
- eMail to the eSchool Media audience driving traffic to your booth

Conferences Available for Sponsorships include (a partial list):

- **Florida Education Technology Conference (FETC)**
- **Texas Computer Education Association (TCEA)** conference
- **American Association of School Administrators (AASA)** conference
- **Consortium for School Networking (CoSN)** conference
- **Digital Signage Expo (DSE)** conference
- **Association of Supervision and Curriculum Development (ASCD)** conference
- **InfoComm International (InfoComm)** conference
- **International Society of Technology in Education (ISTE)** conference

COST:

Your net cost per conference-	\$5,000 for 1 show
	\$4,000 for up to 3 shows
	\$3,000 per show for 4 or more



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eSCHOOL MEDIA

Video News Vignettes & Video Marketplace

2012 Marketing for
K-12 & Higher Education

Deliver your marketing message to your clients in high-definition video!

Did you know that the single hottest marketing platform available for an ed-tech company to reach your buyers is online video? It's true! Online video advertising is now "the killer app" for marketers. So what keeps so many elite marketing professionals from getting into using video to reach your customers? Well that's an easy one. It's a hassle.

Not any more! **eSchool News** is pleased to announce **Video News Vignettes**, a hosted presentation video of your product that you create from your own desktop. All you have to do is visit our video-creation site, pick your host, background music, and virtual set, and upload your script. In just a couple weeks, you'll have a simple but professional video on your newest product or service ready for use on your website, at trade shows, for sales demonstrations, even for direct mail.

The hassle is gone. And that means **YOU** can take advantage of the huge potential of video marketing. And trust us; you'll be the hero of your marketing and sales departments when you deliver to them a fully produced video infomercial on your newest product or service in HD.

Let us distribute your video – Once your video is ready, we post your video to eSchoolNews.TV's "Video Marketplace." Next, we blast out a video link via our opt-in eMail newsletter "Tools for Schools," reaching over 82,000 ed-tech decision makers every week. That means your **Video News Vignette** gets monthly circulation to over 328,000 readers!

Now, the best part - a fully produced, hosted video done "a la carte" would cost you upwards of \$20,000 anywhere else. With **eSchool News**, you get professional production and maximum reach in one effortless, cost-effective package.

COST:

1. Video News Vignette— Create your own 60- to 90-second infomercial from your desktop for \$5,900* net (Post it to your own website, use it at trade shows, send a video link via eMail broadcasts, even burn it to a DVD for direct mail.)
2. Add distribution via the eSchool Media Network— \$1,000/month net.

Have your own video? Place it with us for only \$1,000/month



Specifications:

Send in a 300 word script along with any photos or screenshots.

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eSCHOOL MEDIA Website Banners

2012 Marketing for
K-12 & Higher Education

Choose the impression level and banner that matches your online campaign
Build brand awareness and drive key K-20 buyers to your website. eSchool Media Online offers six types of banners. Your message is viewed only by qualified ed-tech decision makers who have a genuine—and immediate—interest in school technology.



LEADERBOARD
728 x 90 pixels 40K (max file size) 3 loops max

TOP BANNERS ▶
468 x 60 pixels
40k (max file size)
3 loops max



CENTER BANNER
468 x 60 pixels
40k (max file size)
3 loops max

FRONT PAGE ONLY ▼



EMBEDDED BANNERS
(within editorial)
300 x 250 pixels
40k (max file size)
3 loops max

SKYSCRAPER
160 x 600 pixels
40k (max file size)
3 loops max

ANCHOR BOARD
728 x 90 pixels 40k (max file size) 3 loops max

Banners not to scale

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eSCHOOL MEDIA

2012 Online Rates

2012 Marketing for
K-12 & Higher Education

ONLINE BANNERS (We accept GIF, JPEG, Rich Media & Third Party served ads)

Banner Type	Pixel Size	eSN Total *CPM-I	eCN Flat	eClassroom Flat
Leaderboard	728 x 90	\$75 net; \$88 gross	\$1,000/month net	\$750/month net
Skyscraper	160 x 600	\$75 net; \$88 gross	\$1,000/month net	\$750/month net
Top Banners	468 x 60	\$60 net; \$70 gross	\$750/month net	\$500/month net
Embedded (within editorial)	300 x 250	\$65 net; \$76 gross	\$1,000/month net	\$750/month net
Center Banner	468 x 60	\$60 net; \$70 gross	\$750/month net	\$500/month net
Anchorboard	728 x 90	\$65 net; \$76 gross	\$750/month net	\$500/month net

*CPM-I (cost per thousand impressions) An impression, as defined by the Interactive Advertising Bureau, is a measurement of responses from a web server to a page request from the user browser. Robotic activity and error codes are filtered out before the impression count is reported.

Terms & Discounts

Prepayment required on first insertion upon receipt. Advertisers billed at contract rate who fail to fulfill contract terms will be short-rated. Contract discounts/commissions are canceled if account is not paid within 45 days of invoice date. Cancellations are not accepted after the contracted start date. Rates and conditions are subject to change without notice.

General Policies

The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this rate card. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card. Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from the loss or expense on claims or suits based upon contents of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. The publisher does not assume liability for publisher errors in any advertisement beyond the cost of the space occupied by the individual item in which the error appeared. All claims must be made within 10 days of publication. No rebates allowed for errors by publisher. Any advertiser under contract not supplying ad material by closing date will

have previous ad repeated or a public service ad posted and will be billed in full at the contract rate. All agreements are subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control. Further, the publisher shall not be liable for failure to publish an advertisement. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of copy which, in the publisher's opinion, resembles editorial matter.

Ad Agency Commission & Past Due Charges

Agency commission is 15 percent of gross to recognized agencies on space and color if total amount due is paid in full within 30 days of insertion date. The advertiser and its advertising agency, if there is one, are jointly and severally liable for payment of all monies due and payable to the publisher. Commissions not allowed on other charges such as production costs, conversions, typesetting, reprints and copyrighting. A charge of 1 1/2 percent per month (18 percent per year) will be made on all unpaid balances 30 days old or older. Any advertiser under contract not supplying online creative by the materials closing date will be offered an opportunity for alternative placement. If unable to accept a replacement date and/or position, advertiser will be billed for the time and impressions that would have been served had creative arrived by deadline.

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Place your interactive ads in the digital editions of eSchool News and eCampus News

The new digital format for **eSchool News** and **eCampus News** enables advertisers like you to inspire and engage customers, both online and on mobile devices. Our new digital Zmags format transforms passive text into interactive digital content that can be enriched with graphics, video, and interactive flash.

eSchool News and **eCampus News** are now digitized in the industry's most powerful enrichment engine, enabling users to create media rich digital publications with

- video
- interactive flash elements
- calls to action
- clickable links
- interactive forms
- interactive surveys

The powerful publication and viewer customization engine enable users to efficiently create the best user experience to represent the **eSchool Media** brand.

Contact your sales rep today to discuss special features in the digital edition.

VIDEO SPECS:

- File Size: 25mb or less
- FLV files are recommended (client controls the quality)
- AVI, MPG, WMV and MOV also supported

FLASH SPECS:

- File Size: Adobe Flash content (SWF) files should not exceed 700KB in size.
- All programming must be Actionscript 3 (AS3) compatible
- All AS3 movies should target Flash Player version 10
- Use a frame rate of 30 fps as this is what the viewer uses
- Animations should be kept in individual movie clips and placed on the root timeline
- Use only one frame on the root timeline.

Look at what some of our reader's are saying...

"I just wanted to tell you that your eSchool News digital format is outstanding. Clear, concise and easy to read."

—Tech Coordinator, Glenn L. Downs Elementary

"Your new eBook is SO good that I read the stories AND ads with interest. The page-turner is so intuitive this fits the idea of universal design."

—Educational Consultant, Littleton, Colorado



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eSCHOOL MEDIA

Social Media

2012 Marketing for
K-12 & Higher Education

Your eSM buy means you reach millions with Social Media!

Our social media networks give you maximum visibility for the competitive edge you're looking for.

At no additional cost, your Educator Resource Center (ERC), Special Report, Webinar etc. will be posted through our social media outlets. As you know, social media has grown exponentially over the past year and has generated an unprecedented volume of word-of-mouth chatter surrounding brands and products. The "water-cooler conversation" has made its way online with people turning to Twitter feeds, LinkedIn groups, and Facebook posts.

Social media generated by eSM can provide you the ability to reach customers you might never have been able to reach before.

Top stories, ERCs, Special Reports,
Webinars and other information is posted daily

On our Facebook Fan Pages

eSchool News
eCampus News
eClassroom News



On our LinkedIn Groups

eSchool News
eCampus News
eClassroom News



PRLog

Press Release Distribution— All Webinars, ERCs and Special Reports are announced in a press release published through our press release outlet service, PRlog.org.

Let eSchool Media maximize your Klout. Contact your account exec today!



About KLOUT:

The Klout Score is the measurement of your overall online influence. The scores range from 1-100 with higher scores representing a wider and stronger sphere of influence. The Score is a factor of over 35 variables broken into three categories: True Reach, Amplification Score and Network Score.

Publication	Twitter Handle	Followers	Klout Score
eSchool News	@eschoolnews	12,328	60
eCampus News	@ecampusnews	3,103	51
eClassroom News	@eclassroomnews	2,817	43
		Total 18,248	



Our Competitors	Followers	Klout Score
Tech & Learning	8,446	53
Campus Technology	3,960	40
District Administration	1,002	42
School Administrator	2,941	41
T.H.E. Journal	1,956	46
University Business	1,033	37

As of September 2011

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eSCHOOL MEDIA

Print Specifications

2012 Marketing for
K-12 & Higher Education

Mechanical Requirements

Folded Trim Size: 10 3/4" x 14 1/2"

Bleed Size: 11 1/4" x 15"

Live Image Area: 10" x 14"

Doubletruck/Spreads

Live Image Area: 20 3/4" x 14"

Trim Width: 21 1/2" x 14 1/2"

Bleed Size: 22" x 15"

Supported File Types

PRESS READY PDF – All ad material (text, images etc.) must be created in CMYK. Spot Colors are not permitted and will be rejected. All layers must be flattened prior to PDF creation (no fonts that have custom encoding, no "flat" ads (ads supplied as solid images)

MAC BASED- Quark 6.5, TIFF file at 300dpi or higher at actual size,

EPS files with all fonts changed to outlines.

A color proof is required for all electronic submissions.

Terms & Discounts

Prepayment required on first insertion. Payment due upon receipt of invoice (some products require advance payment). Advertisers billed at contract rate who fail to fulfill contract terms will be short-rated. Contract discounts/commissions are canceled if account is not paid within 45 days of invoice date. Cancellations are not accepted after the closing date. Rates and conditions are subject to change without notice.

General Policies

The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this rate card. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card. Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from the loss or expense on claims or suits based upon contents of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. The publisher does not assume liability for publisher errors in any advertisement beyond the cost of the space occupied by the individual item in which the error appeared. All claims must be made within 10 days of publication. No rebates allowed for errors in key numbers or other type set by publisher. Tear sheets included with bill only upon request. Any advertiser under contract not supplying new ad material by closing date will have previous ad repeated. All agreements are subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control. Further, the publisher shall not be liable for failure to publish an advertisement. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of copy which, in the publisher's opinion, resembles editorial matter.

Ad Agency Commission & Past Due Charges

Agency commission is 15 percent of gross to recognized agencies on space and color if total amount due is paid in full within 30 days of insertion date. The advertiser and its advertising agency, if there is one, are jointly and severally liable for payment of all monies due and payable to the publisher. Commissions not allowed on other charges such as production costs, conversions, typesetting, reprints and copyrighting. A charge of 1 1/2 percent per month (18 percent per year) will be made on all unpaid balances 30 days old or older.

Send Materials to:

eMail: printads@eSchoolNews.com

Subject line: company name/publication/date

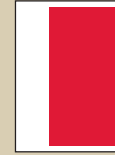
Upload Site:

<http://files.eschoolmedia.com/>

Display Advertising Sizes Tabloid Pages



Full Page-
10 1/4" x 14 1/2"



3/4 Page
7" x 13 1/4"



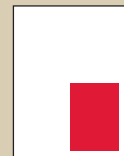
1/2 Page
(Horizontal)
9 1/2" x 6 5/8"



1/2 Page
(Vertical)
4 5/8" x 13 1/4"



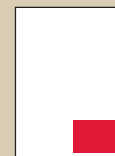
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1/4 Page
(Horizontal)
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1/4 Page
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2 1/4" x 13 1/4"



1/8 Page
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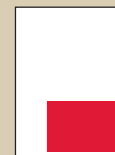


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