

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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