

PRINT &  
ONLINE  
ADVERTISING

LEAD  
GENERATION

BRANDING

THOUGHT  
LEADERSHIP

CUSTOM  
CONTENT  
CREATION

EVENTS

# eCAMPUS NEWS

Ed-Tech News & Innovation in Higher Education

[eCampusNews.com](http://eCampusNews.com)

# 2015 MEDIA KIT

eSCHOOL MEDIA INC.

7920 Norfolk Ave, Ste 900 • Bethesda, MD 20814 • 800.394.0115 x131



eCampus News covers the intersection of technology and innovation in higher education and is a leading source of ed-tech news and information.

## Learn What eCampus News Can Do for You:



Whether you are looking for branding, thought leadership, custom content creation or lead generation we will meet your unique marketing needs...  
**...partner with eCampus News today!**

## eCAMPUS NEWS

Ed-Tech News & Innovation  
in Higher Education

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Online Overview

# READERSHIP PROFILE



**Your #1 Choice for Selling to  
Higher Education Decision Makers!**

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## **30,249** Policy/Top Level Executive/ Manager

**Titles Include:** Academic Officer, Chancellor/President/CEO/  
Provost, Chief Development & Planning, Director Branch  
Campus, Vice President, Policy/Top Level Executives & Mgr,  
Federal & State Official, State School Official

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## **28,912** IT Director / Manager

**Titles Include:** CIO, CTO, Library/Media Director/Mgr,  
MIS & IT Director/Mgr

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## **20,949** Administration/ Administrative Management

**Titles Include:** Administration & Operations,  
Admissions & Registrar, Business Administrator,  
Financial & Funding Director/Mgr, Safety & Security Director

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## **21,012** Dean/Instructional/Faculty

**Titles Include:** Dean, Administrative Dean,  
Faculty Department Chair, Instructional & Curriculum Director

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## **1,461** Other Job Titles not listed above

**Titles Include:** Non-Educator, Parent, Vendor, College/  
University Student, Other

Reach over  
**102,000+**  
key decision  
makers and  
ed-tech buyers\*

including  
**88,000+**  
upper management  
level executives.

\*Circulation Updated April 1, 2014

2015

# EDITORIAL CALENDAR



ISSUE	FOCUS ON THOUGHT LEADERSHIP	FOCUS ON IT	FOCUS ON TECH-ENABLED TEACHING
<p><b>January–February 2015</b>            Space Reservation: <b>12/23/14</b>            Materials Deadline: <b>12/30/14</b>            Publish Date: <b>1/15/15</b></p>	<p>Key Trends in Higher Education Technology: Looking Forward, Looking Back</p>	<p>Redesigning data security standards for 2015</p>	<p>The evolution of flipped learning: Beyond a video lecture</p>
<p><b>March–April 2015</b>            Space Reservation: <b>2/18/15</b>            Materials Deadline: <b>2/25/15</b>            Publish Date: <b>3/16/15</b></p>	<p>New institutional models for the next decade: college presidents weigh in</p>	<p>The tools you need, and can create, in assessing technology effectiveness</p>	<p>From R&amp;D to lessons learned: Taking games from development to how today’s students learn best</p>
<p><b>May 2015</b>            Space Reservation: <b>4/8/15</b>            Materials Deadline: <b>4/15/15</b>            Publish Date: <b>5/1/15</b></p>	<p>Taking perceptions of online teaching &amp; learning from an alternative to a “must”</p>	<p>How technology can reduce growing costs for high-demand student services</p>	<p>A how-to guide on creating a device-agnostic classroom</p>
<p><b>June 2015</b>            Space Reservation: <b>5/6/15</b>            Materials Deadline: <b>5/13/15</b>            Publish Date: <b>6/1/15</b></p>	<p>Digital campus start-up guide: Why brick &amp; mortars need virtual help</p>	<p>Critical open source tools for the campus IT department</p>	<p>STEM program best practices for keeping those interested committed</p>
<p><b>August–September 2015</b>            Space Reservation: <b>7/15/15</b>            Materials Deadline: <b>7/22/15</b>            Publish Date: <b>8/17/15</b></p>	<p>Collaboration best practices from leaders in HE (CIOs, presidents, deans, etc.)</p>	<p>Using the cloud to centralize and time-manage critical processes across campus departments</p>	<p>Practical uses of emerging technologies across curriculum (3D printing, Google glass, virtual tech)</p>
<p><b>October–November 2015</b>            Space Reservation: <b>9/16/15</b>            Materials Deadline: <b>9/23/15</b>            Publish Date: <b>10/15/15</b></p>	<p>Looking at the factors that lead to graduation success: data analytics, instructional interventions, innovative curriculum, and more</p>	<p>Next-gen tools for online/blended learning</p>	<p>Using ePortfolios for more than a resume</p>

# MARKETING OPPORTUNITIES



## eCampus News Advertising

### Digital Magazine Advertising

eCampus News Has the Highest Number of Executive-Level Readers in the Industry

eCampus News Has the Highest Number of Executive-Level Readers in the Industry Reach key higher ed decision makers and elite ed-tech buyers when advertising in our digital edition – eCampus News your #1 source for ed-tech news nationwide.

### Success Spreads

Let eCampus News Help You Spread the Word About Your Recent Ed-Tech Triumphs and Accomplishments!

A Success Spread with eCampus News will help your organization communicate your unique message while reaching multiple connected channels.

### ROS Banners

Reach your Target Audience and Drive Response with a eCampus News Banner Campaign!

Key higher ed decision makers turn to eCampus News for the most up-to-date technology news, industry trends, research, analysis, and much more. Increase visibility and engage the eCampus News audience by positioning your brand while driving traffic to your organization's website.

### High Impact Banners

Engage and connect with your audience by running high impact banner ads with eCampus News. This cutting-edge technology will help distribute your marketing message to higher ed technology decision makers and drive traffic to your website.

### eNewsletter Sponsorship

Deliver your message directly to the inboxes of campus administrators and decision makers – the eCampus News daily and weekly newsletters are a “must-have” resource in education today! As a sponsor your marketing message will gain even more impact and authority by appearing alongside the high-value editorial content produced by our award-winning editorial team.

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# MARKETING OPPORTUNITIES



## Lead Generation Programs

Target Decision Makers with eCampus News  
& Generate Quality Leads

### Educator Resource Center (ERC)

Increase Your ROI with Today's Most Powerful Custom Online Marketing Tool in the Ed-Tech Industry!

eCampus News will develop a targeted partner microsite for your organization that will not only resonate with higher ed technology decision makers but will also bring you highly qualified leads. Highlighting your product/service and capabilities on our Educator Resource Center provides these decision makers your unique solutions right at their fingertips, including multiple engaging assets in one place.

### Content Syndication/Lead Generation

Reach Top K-12 Decision Makers & Generate Qualified Leads!

Leverage your organization's marketing efforts with sponsored content marketing assets like White Papers or Case Studies for maximum impact while generating qualified leads with eCampus News. Your assets will be hosted within our White Paper Library where elite buyers and top education technology decision makers will have access to your exclusive content 24/7.

### eCampus News Special Reports

Reach Technology Decision Makers in Higher Education with an eCampus News Special Report!

The eCampus News award-winning editorial staff prepares Special Reports to assist readers in making better purchasing decisions throughout the year. We pair your organization's important marketing message with original editorial, so your Special Report showcases your unique story to college and university ed-tech decision makers.

### Publisher Reports

Showcase Your Mission to a Receptive Audience of Higher Ed Technology Decision Makers

Present your unique content and marketing message in an editorial format for improved response – with an exclusive eCampus News Publishers Report. A sponsored eCampus News Publishers Report showcases your mission to a receptive audience of elite buyers and ed-tech decision makers in higher education.

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# MARKETING OPPORTUNITIES



## Custom Content

Target Decision Makers with eCampus News

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### Custom White Paper

Let the eCampus News expert editorial team create a unique and strategic content marketing piece for your company. Custom product messaging surrounding your technology solution(s) will target industry and ed-tech decision makers.

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### Custom Case Study

Looking for a strategic content marketing piece to help boost awareness and spread your product messaging to technology decision makers in higher ed? The editorial staff at eCampus News will collaborate with you and one of your education customers to create a two-page success story highlighting one of your products.

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### Interactive eBook

eCampus News will help create an interactive eBook and lead generation program so higher ed decision makers can learn more about your unique products and services. Client-created case studies, white papers, videos, and other success stories can be included while our expert editorial team will obtain relevant articles from the eCampus News content database to be included in your custom eBook.

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### Survey & Infographic

Share your marketing message with a content-rich and visually compelling infographic. Let eCampus News create an in-depth survey to gather the data, and then once the survey is complete our designers will artfully create a piece that is engaging and thought provoking. This infographic will fuel your brand message and our lead generation activities will help establish your company as a thought leader among ed-tech decision makers in higher ed.

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# MARKETING OPPORTUNITIES



## Custom Content

Target Decision Makers with eCampus News

### Survey & Report

Partner with eCampus News for an exclusive industry survey and report. Your organization will gain invaluable insight from our engaged audience of higher ed professionals to determine attitudes and reactions, measure customer satisfaction, gauge opinions about current initiatives and much more. Our education marketing team will build the survey instrument around your topic of choice to help you gain valuable industry statistics and feedback for your next product launch, marketing campaign or sales initiative.

### The Ed-Tech Point of View



The Ed-Tech Point of View offers a platform in which to showcase one of your company executives as a thought leader in the higher education market. A custom report will be written in collaboration with the eCampus News editorial staff to set this tone and communicate the challenges facing colleges and universities today.

### Voices from the Field



An exclusive Voices from the Field report features insight from top HED IT and administrative leaders in a series of five unique questions. The eCampus News Editorial team, in collaboration with your team, identifies five questions for in-depth responses.

### Custom Ed-Tech Presentation

When an alternative approach to content marketing is needed, eCampus News will create a successful ed-tech presentation targeting the higher education decision makers that matter most.

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# MARKETING OPPORTUNITIES



## Webinars

Let the Experts at eCampus News Help You with Your Next Webinar

### eCampus News Webinar

An eCampus News webinar is a powerful tool that allows you to communicate your message and establish a thought leadership perspective while communicating directly to higher education technology decision makers. With our webinars the sponsor selects the topic and provides unique and informative content for the presentation, including an interactive Q & A at the end of the webinar.

### Custom Webinar with eCampus News

Higher ed professionals have come to rely on webinars as an important resource when making technology purchasing decisions. eCampus News offers a unique turnkey webinar option for our clients to help reach these key decision makers. Our custom webinar is co-branded allowing the sponsor to select the topic while eCampus News identifies an industry expert to lead the discussion with a member of our well-known editorial team. The webcast is concluded by an interactive Q & A.

### Connected Webinar



Delivering connected content through connected channels is a popular theme in content marketing. An eCampus News Connected Webinar offers your organization the opportunity to effectively communicate your message through multiple touches while continuing to gather unique leads. The Connected Webinar includes a custom podcast, the live webinar event and your choice of either an Ed-Tech Overview or an Ed-Tech Twitter Hour – a completely integrated approach to content marketing.

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# MARKETING OPPORTUNITIES



## eMail Direct Marketing(eDM)

Boost Sales with an Exclusive Email Sponsorship

### Exclusive Partner eMail Direct Marketing (eDM)

Partner with eCampus News and boost sales with an exclusive email marketing message. Target ed-tech decision makers using this direct marketing approach while significantly increasing traffic to your website.

### eCampus News Spotlight

Increase your ROI with an exclusive eCampus News Spotlight email. The eCampus News editorial staff will create a strategic Spotlight eDM for your organization.

## Social Media

Expand Your Reach & Increase Visibility with eCampus News

### Ed-Tech Twitter Hour

An Ed-Tech Twitter Hour with eCampus News is a fast and effective way to ignite conversation and collaborate with key decision makers. During your exclusive Twitter Hour an eCampus News editor will moderate an interactive discussion around your topic of choice. Connect with your audience and gain new followers.

### Google Decision Makers Community

Seamlessly reach an engaged online community of ed-tech decision makers including current, potential and future customers using Google Groups. eCampus News will develop and launch an online community of active engaged decision makers, expertly craft custom content, manage and moderate the group.

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# MARKETING OPPORTUNITIES



## Events

Let the Experts at eCampus News Execute Your Custom Event

### Custom Events

eCampus News is here to produce your next custom event – from logistics to content management. Once the education topic has been chosen eCampus News will handle securing industry speakers, panelists and attendees. During the custom event you'll be able to effectively communicate your expertise in the market and position your organization as an industry thought-leader.

### Custom Regional Events

eCampus News will produce a regional program, in a key geographic area, including industry speakers and panelists focusing on an important topic of choice in higher education. eCampus News will handle all logistics, operations, program development, and audience acquisition.

### Custom Virtual Events

eCampus News virtual events enable our partners to deliver content and educate key ed-tech decision makers while generating qualified leads right from your desktop. Your organization will receive personalized/branded event rooms and meeting areas for two-way communication giving you the ability to interact and showcase multiple products and solutions at one time.

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# RATES FOR 2015



## Digital Magazine

### Spreads

Frequency	1x	3x	6x
Spread	\$3,500	\$3,250,	\$3,000

### Pages

Frequency	1x	3x	6x
Full Page	\$2,500	\$2,250	\$2,000
2/3 Page	\$2,250	\$2,000	\$1,750
1/2 Page	\$2,000	\$1,750	\$1,500
1/3 Page	\$1,750	\$1,500	\$1,250

### \*Smart Start Rate

Frequency	1x	3x	6x
3.375 w x 2 h	\$550	\$500	\$450

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

<b>Success Spreads</b>	80 Guaranteed leads	\$10,000
<b>Publisher Reports</b>	Guaranteed leads	\$20,000 4 Page Report
<b>Publisher Reports</b>	Guaranteed leads	\$30,000 8 Page Report
<b>Special Reports</b>	Guaranteed leads	call for a custom quote

## eCampus News Newsletters

Newsletter	Frequency	728 x 90	300 x 250
eCampus News Today	5x / Week	\$2,500	\$2,500
Reinventing Higher Ed	1x / Week	\$2,500	\$2,500
IT Campus Leadership	1x / Week	\$2,500	\$2,500

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# RATES FOR 2015



## eCampusNews.com Banners

### ROS Banners

Banner Specs	CPM
300 x 250	\$65
728 x 90	\$65
160 x 600	\$65
Sponsored Text Links, 70 characters max	\$30

### High Impact Banners

Banner Type	CPM	Banner Specs
Interstitial	\$200	640 x 480
Billboard	\$160	970 x 250
Half Page	\$130	300 x 600
Site Skin	\$170	1280 x 1000
Pushdown	\$165	90 x 970 expanding to 415 x 970

## Content Syndication/Lead Generation

<b>Content Syndication</b>	Guaranteed leads	\$75 Cost Per Lead
<b>Education Resource Center (ERC)</b>	250 guaranteed leads	\$15,000
<b>Ed-Tech Point of View</b>	120 guaranteed leads	\$9,000
<b>Voices from the Field</b>	120 guaranteed leads	\$15,000
<b>Custom White Papers</b>	120 guaranteed leads	\$9,000
<b>Interactive eBook</b>	Please call for a custom quote	
<b>Custom Infographic</b>	75 guaranteed leads	\$7,500
<b>Custom Case Study</b>	60 guaranteed leads	\$4,500
<b>Custom Ed-Tech Presentation</b>		\$7,500 adapted
<b>Custom Ed-Tech Presentation</b>		\$8,500 custom
<b>Slideshow</b>	75 guaranteed leads	\$7,500
<b>Survey and Report</b>	Please call for a custom quote	

### Banner Specifications

**Formats\*:** .GIF, .JPG, Flash, and 3rd party HTML codes accepted.

**Animation:** 3 loops max

**Max File Size:** 50K

\*A standard .GIF or .JPG ad must accompany any rich media ad submitted for those who cannot accept rich media ads.

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# RATES FOR 2015



## Webinars

<b>eCampus News Webinars</b>	150 guaranteed leads	\$12,000
	250 guaranteed leads	\$17,500
<b>Custom Webinar</b>	250 guaranteed leads	\$17,500*
<b>Connected Webinar</b>	350 guaranteed leads	\$25,000

\*Plus Presenter Costs

## eMail Direct Marketing and Social Media

<b>eCampus News Spotlight</b>		\$5,000
<b>eCampus News Spotlight</b>	Guaranteed leads	\$6,000
<b>Exclusive Partner eDM</b>		\$4,500
<b>Exclusive Partner eDM</b>	Guaranteed leads	\$5,500
<b>Ed-Tech Twitter Hour</b>		\$6,000
<b>Google Decision Makers Community</b>		\$25,000

## eCampus News Custom Events

<b>Half-Day Custom Event</b>		\$19,500
<b>Full-Day Custom Event</b>		\$30,000
<b>Regional Events Network</b>	Half-Day	\$19,500
	Full-Day	\$30,000
<b>Special Events Package</b>	(Includes 4 Events)	\$100,000
<b>Custom Virtual Events</b>		Please call for a custom quote

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# SPECIFICATIONS



## Digital Specifications

### Pages

Mechanical Requirements	
Folded Trim Size	8.375 x 10.875
Live Image Area	7.875 x 10.375
Bleed Size	8.875 x 11.375

### Spreads

Mechanical Requirements	
Trim Width	16.75 x 10.875
Live Image Area	16.25 x 10.375
Bleed Size	17.25 x 11.375

## Supported File Types

### PRESS READY PDF

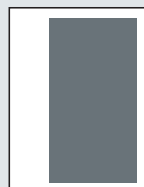
All ad material (text, images etc.) must be created in CMYK. Spot Colors are not permitted and will be rejected. All layers must be flattened prior to PDF creation (no fonts that have custom encoding, no "flat" ads (ads supplied as solid images))

**EPS files** with all fonts changed to outlines.

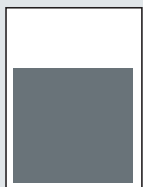
## Display Advertising Sizes



**Full Page Ad**  
8.375 w x 10.875 h



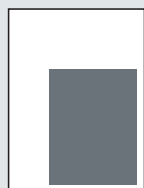
**2/3 Page (Vertical)**  
4.625 w x 9 h



**2/3 Page (Horizontal)**  
7 w x 6 h



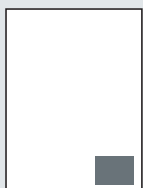
**1/3 Page**  
2.25 w x 9 h



**1/2 Page (Vertical)**  
4.625 w x 7 h



**1/2 Page (Horizontal)**  
7 w x 4.625 h



**Smart Start**  
3.375 w x 2 h

**eCAMPUS NEWS**  
Ed-Tech News & Innovation  
in Higher Education

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