

PRINT &
ONLINE
ADVERTISING

LEAD
GENERATION

BRANDING

THOUGHT
LEADERSHIP

CUSTOM
CONTENT
CREATION

EVENTS

eSCHOOL NEWS

Ed-Tech News & Innovation in K-12 Education

eSchoolNews.com

2015 MEDIA KIT

eSCHOOL MEDIA INC.

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



eSchool News has covered the intersection of technology and innovation in K-12 education for almost 20 years and is *the* leading source of ed-tech news and information.

Learn What eSchool 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 eSchool News today!

eSCHOOL NEWS
 Ed-Tech News & Innovation
 in K-12 Education

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Print Overview & Print Advertising

CIRCULATION



The #1 Direct Requested Print & Digital Publication for Education Technology

38% Senior/Executive Management

Titles Include: Superintendent, Assistant Superintendent, Deputy Superintendent, Associate Superintendent, Regional Superintendent, Education Service Agency Director, Education Department Official, Principal, Assistant Principal, Federal/State Program Director, State School Officer, Federal Official, District Administrator, Safety/Security Director, School Board Member, Governor's Office Staff, Legislative Staff Member, School Business Official/Purchasing, Facilities Management, College/University Official and More.

17% IT/Technology Management & Library Media

Titles Include: CIO/CTO, IT Director, Instructional Technology Director, MIS Director, Network Administrator, Library Services Director, Librarian/Media Specialist, Technology Coordinator, Technology Director, and More.

37% Curriculum & Academic Management

Titles Include: Curriculum Director, Subject Area Supervisors & Instructors for Mathematics, Reading, Science, English/Language Arts, Social Studies, Languages, Trades, Business, Special Education Director, Directors/Coordinators of Gifted, Special Education, Vocational Education, Professional Development, Director of Guidance and More.

8% Consultants, Vendors, & Others Allied to the EdTech Industry

100% of U.S. Superintendents**

**MDR Database

91,635
Total Qualified
Circulation*

78,317
Direct Request
Subscribers*

*BPA circulation as of June 2014



READERSHIP PROFILE



29% Senior/Executive Management

Titles Include: Superintendent, Assistant Superintendent, Deputy Superintendent, Associate Superintendent, Regional Superintendent, Education Service Agency Director, Education Department Official, Principal, Assistant Principal, Federal/State Program Director, State School Officer, Federal Official, District Administrator, Safety/Security Director, School Board Member, Governor's Office Staff, Legislative Staff Member, School Business Official/Purchasing, Facilities Management, College/University Official and More.

116,930+
Unique Monthly
Visitors*

21% IT/Technology Management & Library Media

Titles Include: CIO/CTO, IT Director, Instructional Technology Director, MIS Director, Network Administrator, Library Services Director, Librarian/Media Specialist, Technology Coordinator, Technology Director, and More.

367,000+
Page Views
Monthly*

35% Curriculum & Academic Management

Titles Include: Curriculum Director, Subject Area Supervisors & Instructors for Mathematics, Reading, Science, English/Language Arts, Social Studies, Languages, Trades, Business, Special Education Director, Directors/Coordinators of Gifted, Special Education, Vocational Education, Professional Development, Director of Guidance and More.



15% Consultants, Vendors, & Others Allied to the EdTech Industry

2015 EDITORIAL CALENDAR



ISSUE	FOCUS ON THOUGHT LEADERSHIP	FOCUS ON IT	FOCUS ON CURRICULUM & INSTRUCTION
January–February 2015 Space Reservation: 12/10/14 Materials Deadline: 12/17/14 Publish Date: 1/15/15	Key Trends in K-12 Technology: Looking Forward, Looking Back	Tools That Facilitate Communication, Collaboration	Digital Textbooks: Who's There, Who Isn't, What's Needed?
March–April 2015 Space Reservation: 2/11/15 Materials Deadline: 2/18/15 Publish Date: 3/16/15	Trends in Blended and Online Learning	Educational Social Media Network Security	STEM Education: Trends, Resources
May 2015 Space Reservation: 4/1/15 Materials Deadline: 4/8/15 Publish Date: 5/1/15	Online Assessments: Readiness, Infrastructure, and more	Emerging Tech, Impact on Networks and Teaching	Project-Based Learning
June 2015 Space Reservation: 4/29/15 Materials Deadline: 5/6/15 Publish Date: 6/1/15	Universal Design for Learning: From SPED to Personalized Learning	Mobile Device Management: The Realities of Supporting BYOD	All Students Should Learn to Code: Is It Really True This Time? (And If So, What Are the Best Practices)
August–September 2015 Space Reservation: 7/8/15 Materials Deadline: 7/15/15 Publish Date: 8/17/15	Access and Equity: Home, the Final Frontier	Private Cloud Computing: Pros, Cons, and Challenges	Techniques and Technologies for Flipped Learning
October–November 2015 Space Reservation: 9/9/15 Materials Deadline: 9/16/15 Publish Date: 10/15/15	Factors Leading to Graduation Success	Creating District Online Learning Programs	Digital Citizenship Across the Curriculum

Every Issue: Profiles in Vision.

An in-depth look at visionary, risk-taking superintendents who are making a difference in the lives of their students and staff.

MARKETING OPPORTUNITIES



eSchool News Advertising

Print & Digital Magazine Advertising

The Most Direct Requested Print & Digital Publications for Ed-Tech

Reach key K-12 decision makers and elite ed-tech buyers when advertising in our print and digital editions – eSchool News the leading source of ed-tech news nationwide.

Success Spreads

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

A Success Spread with eSchool 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 eSchool News Banner Campaign!

K-12 ed-tech decision makers turn to eSchool News for the most up-to-date technology news, industry trends, research, analysis, and much more. Increase visibility and engage the eSchool 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 eSchool News. This cutting-edge technology will help distribute your marketing message to K-12 technology decision makers and drive traffic to your website.

eNewsletter Sponsorship

Deliver your message directly to the inboxes of K-12 administrators and decision makers – the eSchool Media 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 eSchool 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!

eSchool News will develop a targeted partner microsite for your organization that will not only resonate with K-12 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 eSchool 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.

eSchool Media Special Reports

Reach K-12 Technology Decision Makers with an eSchool News Special Report!

The eSchool 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 K-12 ed-tech decision makers.

Publisher Reports

Showcase Your Mission to a Receptive Audience of K-12 Technology Decision Makers

Present your unique content and marketing message in an editorial format for improved response – with an exclusive eSchool News Publishers Report. A sponsored eSchool News Publishers Report showcases your mission to a receptive audience of elite buyers and K-12 ed-tech decision makers.

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MARKETING OPPORTUNITIES



Custom Content

Partner with eSchool News to Create a Unique Content Strategy

Custom White Paper

Let the eSchool 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.

Custom Case Study

Looking for a strategic content marketing piece to help boost awareness and spread your product messaging to K-12 technology decision makers? The editorial staff at eSchool News will collaborate with you and one of your education customers to create a two-page success story highlighting one of your products.

Interactive eBook

eSchool News will help create an interactive eBook and lead generation program so K-12 ed-tech 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 eSchool News content database to be included in your custom eBook.

Survey & Infographic

Share your marketing message with a content-rich and visually compelling infographic. Let eSchool 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 K-12 ed-tech decision makers.

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MARKETING OPPORTUNITIES



Custom Content

Partner with eSchool News to Create a Unique Content Strategy

Survey & Report

Partner with eSchool News for an exclusive industry survey and report. Your organization will gain invaluable insight from our engaged audience of K-12 ed-tech 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 K-12 market. A custom report will be written in collaboration with the eSchool News editorial staff to set this tone and communicate the challenges facing K-12 today.

Voices from the Field



An exclusive Voices from the Field report features insight from top K-12 IT and administrative leaders in a series of five unique questions. The eSchool 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, eSchool News will create a successful ed-tech presentation targeting the education decision makers that matter most.

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MARKETING OPPORTUNITIES



Webinars

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

eSchool News Webinar

An eSchool News webinar is a powerful tool that allows you to communicate your message and establish a thought leadership perspective while communicating directly to K-12 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 eSchool News

K-12 professionals have come to rely on webinars as an important resource when making technology purchasing decisions. eSchool 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 eSchool 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 eSchool 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 eSchool 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.

eSchool News Spotlight

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

Social Media

Expand Your Reach & Increase Visibility with eSchool News

Ed-Tech Twitter Hour

An Ed-Tech Twitter Hour with eSchool News is a fast and effective way to ignite conversation and collaborate with key decision makers. During your exclusive Twitter Hour an eSchool 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. eSchool News will develop and launch an online community of active engaged decision makers, craft custom content, and moderate the group.

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MARKETING OPPORTUNITIES



Events

Let the Experts at eSchool News Execute Your Custom Event

Custom Events

eSchool News is here to produce your next custom event – from logistics to content management. eSchool 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

eSchool News will produce a regional program, in a key geographic area, including industry speakers and panelists focusing on an important topic of choice in K-12 education. eSchool News will handle all logistics, operations, program development, and audience acquisition.

Custom Virtual Events

eSchool News virtual events enable our partners to deliver content and educate key K-12 ed-tech decision makers while generating qualified leads right from your desktop. Your organization will receive personalized event rooms 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 and Print

Spreads

Frequency	1x	3x	6x
Spread	\$15,000	\$13,000	\$11,000

Pages

Frequency	1x	3x	6x
Full Page	\$8,600	\$7,300	\$6,200
2/3 Page	\$6,900	\$5,800	\$5,000
1/2 Page	\$5,200	\$4,400	\$3,700
1/3 Page	\$3,100	\$2,600	\$2,200

*Smart Start Rate

Frequency	1x	3x	6x
3.375 w x 2 h	\$600	\$550	\$500

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

Success Spreads*	Guaranteed leads	\$10,000
Publisher Reports*	Guaranteed leads	\$20,000 4 Page Report
Publisher Reports*	Guaranteed leads	\$30,000 8 Page Report
Special Reports*	Guaranteed leads	call for a custom quote

*In addition to 91,000 print and digital circulation content will be posted online and syndicated through dedicated email promotions.

eSchool News Newsletters

Newsletter	Frequency	728 x 90	300 x 250
eSchool News Today	5x / Week	\$2,500	\$2,500
Innovation Weekly	1x / Week	\$2,500	\$2,500
IT School Leadership	1x / Week	\$2,500	\$2,500

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RATES FOR 2015



eSchoolNews.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

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

eSchool News Webinars	150 guaranteed leads	\$12,000
	250 guaranteed leads	\$17,500
Custom Webinar	250 guaranteed leads	\$17,500*
Connected Webinar	350 guaranteed leads	\$25,000

*Plus Presenter Costs

eMail Direct Marketing and Social Media

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

eSchool News Custom Events

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

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SPECIFICATIONS



Print 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

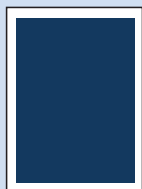
Supported File Types

PRESS READY PDF

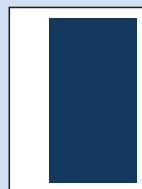
All ad material (text, images etc.) must be created in CMYK. Spot Colors are not permitted and will be rejected. All layers must be flattened prior to PDF creation (no fonts that have custom encoding, no "flat" ads (ads supplied as solid images))

EPS files with all fonts changed to outlines.

Display Advertising Sizes



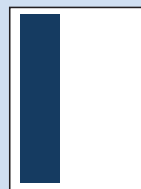
Full Page Ad
8.375 w x 10.875 h



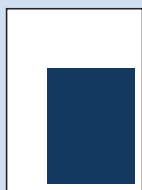
2/3 Page (Vertical)
4.625 w x 9 h



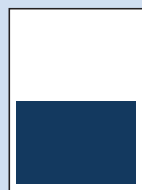
2/3 Page (Horizontal)
7 w x 6 h



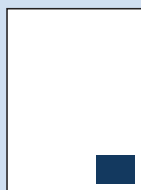
1/3 Page
2.25 w x 9 h



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

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