

# CONNECT

# INFORM

# INSPIRE

eCAMPUS NEWS  
eCampusNews.com



# eSCHOOL MEDIA INC.



## CONNECTING OUR PARTNERS

Reach top decision makers and thought leaders in higher education with custom content through our highly targeted campaigns.



## INFORMING THE ED-TECH INDUSTRY

We are the leading source of news, information, and innovation in the ed-tech market.



## INSPIRING EDUCATION MARKETERS

We deliver integrated and targeted marketing programs, while achieving better returns on your marketing investment.

## LEARN

what eSchool Media can do for you:

- CREATIVE & DESIGN
- CUSTOM CONTENT STRATEGY & PUBLISHING
- BRANDING & AWARENESS GENERATION
- DEMAND GENERATION
- WEBINARS & CUSTOM EVENTS
- SOCIAL MEDIA MARKETING



Whether you are looking for branding, thought leadership, custom content creation, lead generation or lead nurturing we will meet your unique marketing needs

...partner with eSchool Media and take advantage of over 325 years combined education industry experience today!

Innovatively connecting our partners everyday...

## READERSHIP PROFILE

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

### 30% 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

### 28% IT DIRECTOR / MANAGER

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

### 20% ADMINISTRATION/ADMINISTRATIVE MANAGEMENT

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

### 21% DEAN/INSTRUCTIONAL/FACULTY

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

### 1% OTHER JOB TITLES NOT LISTED ABOVE

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

39,295+

Unique Monthly Visitors\*



99,097+

Page Views Monthly\*



\*Google Analytics November 2015

# 2016 EDITORIAL CALENDAR

## Technology News & Innovation in Higher Education

MARCH – APRIL 2016	FOCUS ON THOUGHT LEADERSHIP	FOCUS ON IT LEADERSHIP	FACULTY AND ADMINISTRATOR CORNER
Space Reservation: <b>2/15/16</b> Materials Deadline: <b>2/22/16</b> Publish Date: <b>3/14/16</b>	Change Management: How to Manage the Change Culture in Your Institution?	Risk Management Strategies for New Tech/Practice Implementation and Buy-In: How to Minimize Pushback from Campus Stakeholders on New Technology or IT-Led Project Implementations.	The Rise of the Test-Optional Admissions Campus: What are the New Admissions Measures in Place (ePortfolios, Badging, Video Submissions, Multimedia Presentations, and More).
MAY – JUNE 2016	FOCUS ON THOUGHT LEADERSHIP	FOCUS ON IT LEADERSHIP	FACULTY AND ADMINISTRATOR CORNER
Space Reservation: <b>4/18/16</b> Materials Deadline: <b>4/25/16</b> Publish Date: <b>5/16/16</b>	Career Readiness: What Does it Mean to Prepare Students for the Workforce at Your Institution?	App Migration to the Cloud: What to Update and What to Keep As-Is; Contract Awareness and Considerations.	Working with Institutions to Develop IT-Based Curricula: Data Analytics; Cybersecurity, and More.
AUGUST – SEPTEMBER 2016	FOCUS ON THOUGHT LEADERSHIP	FOCUS ON IT LEADERSHIP	FACULTY AND ADMINISTRATOR CORNER
Space Reservation: <b>7/18/16</b> Materials Deadline: <b>7/25/16</b> Publish Date: <b>8/15/16</b>	Defining Student Success: How Does Your Institution Measure Student Success from Entry to Undergrad Graduation?	Digital Accessibility Compliance Best Practices: How to Make Web Portals, Campus Apps, and Course Software Compliant.	Microcredentials, Badging and CBE-Based Recognitions: What Standards Are in Place and How is the Industry Participating to Aid Higher-Ed Institutions?
OCTOBER – NOVEMBER 2016	FOCUS ON THOUGHT LEADERSHIP	FOCUS ON IT LEADERSHIP	FACULTY AND ADMINISTRATOR CORNER
Space Reservation: <b>9/19/16</b> Materials Deadline: <b>9/26/16</b> Publish Date: <b>10/17/16</b>	Fiscal Responsibility: How to Make Technology Investments That Pay Off in the Long Run.	Technology-Supported Branding: Using CRM, Portals, and more to Promote Campus Branding and Reach Potential, Tech-Savvy Students.	21st Century Pedagogy: Pedagogical Best Practices in Online Learning; Evaluating "Good" Online Teaching and Practices.

Editorial calendar topics and publish dates are subject to change.

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## CREATIVE & DESIGN

**Inform, inspire & connect creatively with the higher education market**

Partner with eSchool Media to give your creative needs a boost. Let the experts at eSchool Media help you create the perfect marketing project. We understand higher ed and the ed-tech market, and can craft custom content and creative that's right for you!

## CUSTOM CONTENT STRATEGY & PUBLISHING

**Partner with eSchool Media to inspire, create & syndicate unique content**

### CUSTOM WHITE PAPER

Let the eSchool Media expert editorial team create a unique and strategic content marketing piece for your organization. Custom product messaging surrounding your technology solution(s) will target and connect you with the higher education 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 technology decision makers in higher education? The editorial staff at eSchool Media will collaborate with you and your ed-tech customers to create a success story highlighting your product.

### ESSENTIAL GUIDE FOR ED-TECH **NEW!**

Using a combination of eSchool Media content from eCampus News, partner content, and your unique content, the eSchool Media team will design an interactive guide that will enable your targets to learn more about your products and services in a manner that positions your company as a true thought leader in higher ed. Powerful content without the sales pitch.

### CUSTOM RESEARCH SURVEY

Partner with eSchool Media to deploy an exclusive industry survey. Your organization will gain invaluable insight from our engaged audience of higher education 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 inform you with valuable industry statistics and feedback for your next product launch, marketing campaign or sales initiative.

### INFOGRAPHIC

Share your marketing message with a content-rich and visually compelling infographic. Our eSchool Media design team will take your custom data and artfully create a piece that is engaging and thought provoking. This infographic will fuel your brand message while connecting you to higher ed decision makers. Then our lead generation activities will help establish your company as an industry thought leader.

### TOP-X LIST **NEW!**

Connect and engage top ed-tech decision makers with Solution Oriented Marketing. Choose a solution and let the eSchool Media editorial team create your top x list to provide a series of tips or steps that help your targets solve a problem or guide them in the decision-making process. This unique top-x list will also aid in boosting your SEO strategy.

### THE ED-TECH POINT OF VIEW

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

### VOICES FROM THE FIELD **NEW!**

An exclusive Voices from the Field report features insight from top higher ed IT and administrative leaders in a series of five unique questions. The eSchool Media editorial team, in collaboration with your team, identifies five questions for in-depth responses.

Innovatively connecting our partners everyday...

## CUSTOM CONTENT STRATEGY & PUBLISHING

Partner with eSchool Media to inspire, create & syndicate unique content

### eSCHOOL MEDIA SPECIAL REPORTS

The eSchool Media award-winning editorial staff prepares each special report to assist readers in making better purchasing decisions throughout the entire year. We pair your organization's important marketing message with original editorial, so your special report showcases your unique story to the ed-tech decision makers in higher ed that matter most.

### PUBLISHER REPORTS

Showcase your mission to a receptive audience of higher education technology decision makers with an exclusive eCampus News Publishers Report. Present your unique content and marketing message in an editorial format for improved response.

### SUCCESS SPREAD

Let eSchool Media help you connect with your audience to spread the word about your recent ed-tech triumphs and accomplishments. A success spread within eCampus News will help your organization communicate your unique message while reaching multiple connected channels.

## BRANDING & AWARENESS GENERATION

Connect with your target audience & drive response

### PRINT & DIGITAL MAGAZINE ADVERTISING

eSchool Media offers the most direct requested digital publication for ed-tech today—eCampus News. Reach top decision makers and elite ed-tech buyers when advertising in our digital edition of eCampus News, the leading source of ed-tech news nationwide.

### EXCLUSIVE PARTNER EMAIL DIRECT MARKETING (EDM)

Partner with eSchool Media 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.

### ROS BANNERS

Reach your target audience in higher ed and drive response with a banner campaign on eCampus News. Higher education 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 these top decision makers 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 Media on the eCampus News website. This cutting-edge technology will help distribute your marketing message to higher ed technology decision makers and drive traffic to your organization's website.

### eNEWSLETTER SPONSORSHIP

Deliver your message directly to the inboxes of administrators and decision makers—the Campus News daily and weekly newsletters—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.

### eSCHOOL MEDIA SPOTLIGHT

Increase your ROI with an exclusive eSchool Spotlight email. Partner with eSchool Media to deploy a strategic editorial Spotlight eDM for your organization.



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## LEAD & DEMAND GENERATION

Connect with decision makers to generate & nurture quality leads

### EDUCATOR RESOURCE CENTER (ERC)

Increase your ROI with our most powerful custom online marketing tool—a custom ERC. eSchool Media will develop a targeted partner microsite on eCampus News for your organization that will not only resonate with technology decision makers in higher education but will also bring you highly qualified leads. Highlighting your products, services and capabilities with an Educator Resource Center provides these decision makers your unique solutions right at their fingertips.

### CONTENT PIPELINE MARKETING & TELE-QUALIFICATION **NEW!**

Let eSchool Media help your sales team hit their target and achieve their goals with our new Content Pipeline Marketing program. We will take your most valued leads and tele-qualify and nurture them—helping convert prospects into sales opportunities. It's time for your lead generation to evolve, take your leads to the next level with eSchool Media today!

### CONTENT SYNDICATION/ LEAD GENERATION

Leverage your organization's marketing efforts with sponsored content marketing assets like custom white papers or case studies for maximum impact while generating qualified leads with eSchool Media. Your assets will be hosted on the eCampus News website where elite buyers and top education technology decision makers will have access to your exclusive content 24/7.

### 2X CONTENT MARKETING **NEW!**

Boost your content marketing strategy with 2X Content Marketing for a one-two-punch. First drive leads with a custom content piece of your choice, then our marketing team will re-target each lead with a strategically positioned success story or case study for further review.



## WEBINARS & CUSTOM EVENTS

Connect, inform & inspire while bringing the ed-tech community together

### eSCHOOL MEDIA WEBINARS

An eSchool Media webinar is a powerful tool that allows you to communicate your message and establish a thought leadership perspective while connecting directly to higher education technology decision makers. With our webinars the sponsor may select the topic and provide unique and informative content for the presentation including an interactive Q & A. We also offer a unique turnkey webinar option for our clients to help reach their desired audience.

### CUSTOM EVENTS

eSchool Media is here to produce your next custom event—from logistics to content management. eSchool Media will handle all logistics, operations, program development, and audience acquisition. 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.

Regional events are also available in a key geographic area, and eSchool Media offers virtual events enabling our partners to deliver content and educate key ed-tech decision makers right from their desktop.

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## SOCIAL MEDIA MARKETING

Connect & engage your audience while increasing visibility

### ED-TECH TWITTER HOUR

An Ed-Tech Twitter Hour with eSchool Media 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.

### SOCIAL DECISION MAKERS COMMUNITY

Seamlessly reach an engaged online community of ed-tech decision makers including current, potential and future customers using a social media group of your choice. eSchool Media will develop and launch an online community of active engaged decision makers, craft custom content, and moderate the group.



### CONTACT US

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## RATES FOR 2016

### Digital Rates

FREQUENCY	1x	2x	3x	4x
FULL PAGE	\$2,500	\$2,375	\$2,250	\$2,000
2/3 PAGE	\$2,250	\$2,150	\$2,000	\$1,750
1/2 PAGE	\$2,000	\$1,875	\$1,750	\$1,500
1/3 PAGE	\$1,750	\$1,625	\$1,500	\$1,250
SMART START	\$550	\$525	\$500	\$450
SPREAD	\$3,500	\$3,375	\$3,250	\$3,000

Net Pricing

### Digital Advertising Sizes

SPREAD	16.75 W X 10.875
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
1/2 PAGE (VERTICAL)	4.625 W X 7 H
1/2 PAGE (HORIZONTAL)	7 W X 4.625 H
1/3 PAGE	2.25 W X 9 H
SMART START	3.375 W X 2 H

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## RATES FOR 2016

### eCampus News Newsletters

NEWSLETTER	FREQUENCY	300 X 250
eCAMPUS NEWS TODAY	5X / WEEK	\$2,500
REINVENTING HIGHER ED	1X / WEEK	\$2,500
IT CAMPUS LEADERSHIP	1X / WEEK	\$2,500

### eCampusNews.com Banners

ROS BANNERS	CPM	
300 X 250	\$65	
728 X 90	\$65	
970 X 90	\$65	
SPONSORED TEXT LINKS 70 characters max	\$30	
HIGH IMPACT BANNERS	CPM	BANNER SPECS
INTERSTITIAL	\$200	640 X 480
BILLBOARD	\$160	970 X 250
HALF PAGE	\$130	300 X 600
WALLPAPER	\$170	1280 x 1000
PUSHDOWN	\$165	90 x 970 expanding to 415 x 970

### Banner Specifications

**FILE TYPES\*:** Static (GIF or JPEG), Animated GIF, Flash (all versions), HTML 5.

**ANIMATION:** 3 loops max

**MAX FILE SIZE:** 200KB for HTML 5, 50KB for all other file types

\*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 2016

### Content Syndication/Lead Generation/Custom

CONTENT SYNDICATION		
	Guaranteed leads	\$75 Cost Per Lead
EDUCATION RESOURCE CENTER (ERC)		
	250 guaranteed leads	\$15,000
ED-TECH POINT OF VIEW		
	150 guaranteed leads	\$9,000
VOICES FROM THE FIELD		
	250 guaranteed leads	\$15,000
CUSTOM WHITE PAPERS		
	150 guaranteed leads	\$9,000
ESSENTIAL GUIDE FOR ED-TECH		
	250 guaranteed leads	\$15,000
CUSTOM INFOGRAPHIC		
	150 guaranteed leads	\$9,000
CUSTOM CASE STUDY		
	65 guaranteed leads	\$4,500
TOP X-LIST		
	100 guaranteed leads	\$6,000
CUSTOM RESEARCH SURVEY		
	Please call for a custom quote	
SUCCESS SPREADS		
	100 guaranteed leads	\$10,000
PUBLISHER REPORTS		
	300 guaranteed leads	\$30,000
SPECIAL REPORTS		
	300 guaranteed leads	\$30,000
eCAMPUS NEWS SPOTLIGHT		
		\$5,000
EXCLUSIVE PARTNER eDM		
		\$4,500

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## RATES FOR 2016

### Social Media Marketing

ED-TECH TWITTER HOUR	\$6,000
SOCIAL DECISION MAKERS COMMUNITY	\$25,000

### eCampus News Webinars & Custom Events

eCAMPUS NEWS WEBINARS	150 guaranteed leads	\$12,000
	250 guaranteed leads	\$17,500
HALF-DAY CUSTOM EVENT		\$19,500
FULL-DAY CUSTOM EVENT		\$30,000
CUSTOM VIRTUAL EVENTS	Please call for a custom quote	

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