

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.

Key Benefits & Advantages of an eSchool News Webinar:

- Increase visibility & expand your reach with a professionally executed webinar
- Drive qualified registrations & lead generation with a dedicated promotional campaign
- Strengthen brand awareness & exposure
- Establish thought leadership
- Improve audience engagement

Let the Experts at eSchool News Help You...

- Build your unique brand & showcase your organization
- Educate K-12 decision makers & buyers
- Raise your market profile
- Generate top K-12 sales leads

Rates:

\$12,000 net 150 guaranteed leads

\$17,500 net 250 guaranteed leads

Add-on Opportunity: Ed-Tech Overview

Extend the life of your eSchool webinar with an exclusive executive summary that can add to your custom content marketing and generate additional leads. This program captures the highlights of your webcast through either a digital insert in eSchool News Online or a 2-page spread in our print edition. Sponsors receive a final PDF of their Ed-Tech Overview, which they may use as a valuable marketing asset.

Add-on Packages:

2 page Ed-Tech Overview = \$4,500 net 60 guaranteed leads

2 page Ed-Tech Overview = \$11,500 net 60 guaranteed leads & print spread

eSCHOOL NEWS

Ed-Tech News & Innovation
in K-12 Education

eSchoolNews.com

CONTACT US

Mark Buchholz

Director, Education Marketing Strategy
714.504.4015
mbuchholz@eschoolmedia.com

MF Harmon

Education Marketing Strategist
207.650.6981
mfarmon@eschoolmedia.com

Paul Turchetta

Education Marketing Strategist
310.540.3344
prturchett@aol.com

eSCHOOL MEDIA INC.

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. Partner with eSchool News to help showcase your organization's thought leadership and understanding of K-12 priorities, missions and challenges.

Key Benefits & Advantages of a Custom Webinar with eSchool News:

- Increase visibility & expand your reach with a professionally executed webinar
- Drive qualified registrations & lead generation with a dedicated promotional campaign
- Strengthen brand awareness & exposure
- Establish thought leadership
- Improve audience engagement

Rates:

\$20,000 Net ; 250 guaranteed leads

Add-on Opportunity: **Ed-Tech Overview**

Extend the life of your eSchool webinar with an exclusive executive summary that can add to your custom content marketing and generate additional leads. This program captures the highlights of your webcast through either a digital insert in eSchool News Online or a 2-page spread in our print edition. Sponsors receive a final PDF of their Ed-Tech Overview, which they may use as a valuable marketing asset

Add-on Packages:

2 page Ed-Tech Overview = \$4,500 net 60 guaranteed leads
2 page Ed-Tech Overview = \$11,500 net 60 guaranteed leads & print spread

Let the Experts at eSchool News Help You...

- Build your unique brand & showcase your organization
- Educate K-12 decision makers & buyers
- Raise your market profile
- Generate top K-12 sales leads

eSCHOOL NEWS

Ed-Tech News & Innovation
in K-12 Education

eSchoolNews.com

CONTACT US

Mark Buchholz

Director, Education Marketing Strategy
714.504.4015
mbuchholz@eschoolmedia.com

MF Harmon

Education Marketing Strategist
207.650.6981
mfarmon@eschoolmedia.com

Paul Turchetta

Education Marketing Strategist
310.540.3344
prturchett@aol.com

eSCHOOL MEDIA INC.

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.

Key Benefits & Advantages of a Connected Webinar with eSchool News:

- Increase visibility & expand your reach with a professionally executed webinar
- Drive qualified registrations & lead generation with a dedicated promotional campaign
- Integrated approach to content marketing
- Strengthen brand awareness & exposure
- Establish thought leadership
- Improve audience engagement

Let the Experts at eSchool News Help You...

- Build your unique brand & showcase your organization
- Educate K-12 decision makers & buyers
- Raise your market profile
- Generate top K-12 sales leads

Rates:

\$25,000 net 350 guaranteed leads

eSCHOOL NEWS

Ed-Tech News & Innovation
in K-12 Education

eSchoolNews.com

CONTACT US

Mark Buchholz

Director, Education Marketing Strategy
714.504.4015
mbuchholz@eschoolmedia.com

MF Harmon

Education Marketing Strategist
207.650.6981
mfharmon@eschoolmedia.com

Paul Turchetta

Education Marketing Strategist
310.540.3344
prturchett@aol.com

eSCHOOL MEDIA INC.