eSCHOOL NEWS

eCAMPUS NEWS

2023 Digital Media Kit

Lead & Demand Generation

Thought Leadership

Branding & Awareness

Custom Content Services

eSCHOOL MEDIA

Digital Marketing & Custom Content Services for K-12 and Higher Education

About Us: K-12 & Higher Education

For over 20 years we have provided the leading digital marketing and content services in education.

eSchool Media is a digital marketing and custom content service platform. Our two websites, **eSchool News** and **eCampus News**, provide daily original news, objective analysis, resources and information to decision-making education professionals in K-12 and Higher Ed.

eSchool Media serves the advertising and marketing needs of companies and organizations that want to influence, and do business with, our loyal and professional audience of education decision makers. We both identify and influence the buyers who are in the market for your solutions.

eSchool Media helps you fuel your sales pipeline by:

1. **Quality News & Content**: Engages buyer audiences when they are looking for solutions.
2. **Proprietary Data:** We have one of the largest active databases of education technology buyers through decades of user engagement and registration in our brands.
3. **Edtech Decision Makers:** We reach over one million K-12 and Higher Ed educators monthly, including tech buyers, IT decision makers, district and school leaders and more.
4. **Customer Service:** We provide excellent customer service through the design, creation and delivery of targeted marketing programs and deliver leads to clients weekly to help your sales programs succeed.

INDEX

2 About Us: K-12 & Higher Education
3 Digital Marketing Solutions
4 eSchool News Audience Profile
5 eCampus News Audience Profile
6 Lead & Demand Generation
8 Thought Leadership
9 Branding & Awareness
14 Custom Content Services
18 K-12 Online Editorial Calendar
19 Higher Ed Online Editorial Calendar

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

Digital Marketing Solutions

Raise your digital marketing performance.

eSchool Media is the leader in education technology content performance.

Our focus on forward-thinking original news and content delivered every day based on our readers' preferences is a key to successful marketing campaigns. Our readers trust our content and base their buying decisions on the solutions and innovations we cover.

eSchool Media drives exceptional digital marketing performance.

Our readers trust **eSchool News** and **eCampus News** as an independent voice because of our longevity and outstanding reputation in the industry. We've been cultivating an educational readership that spans every part of the school system for over 20 years. This relationship sets us apart and helps us deliver quality leads quickly for our clients.

eSchool Media produces quality content that delivers qualified leads.

It's all about driving better marketing performance. We leverage the core strengths of your product or service and our editorial team's deep understanding of education trends to create marketing programs that deliver ROI and fuel your sales leads pipeline.

Our **readers trust** eSchool News and eCampus News as an independent voice because of our **longevity** and **outstanding reputation** in the industry.

Digital Marketing Solutions:

1. LEAD & DEMAND GENERATION

Content Syndication (Whitepapers, infographics, etc.)	6
Education Resource Centers	6
Webinars	7
Custom Webinars	8

2. THOUGHT LEADERSHIP

Sponsored Podcasts	8

3. BRANDING & AWARENESS

High Impact Website Banners	9
Sponsored Content	9
Corp eNewsletter Sponsorships	10
Exclusive Chaperoned eMail Campaigns	11
Custom Newsletter Sponsorship	11
Digital Guides	12
Digital Publication Sponsorship	13
K-12 Hero Awards Sponsorship	14

4. CUSTOM CONTENT CREATION

Whitepapers	15
Case Studies	15
Edtech Point of View	16
Voices from the Field	16
Special Reports	17
Top 10 Report	17
EBook	18

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

eSchool News Audience 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.

28% 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.

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

eSchool News

577,679+

Unique Monthly Visitors*

1,750,670+

Page Views Monthly*

*Google Analytics October 2022

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

eCampus News Audience Profile

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

eCampus News

377,299+

Unique Monthly Visitors*

1,239,238+

Page Views Monthly*

*Google Analytics October 2022

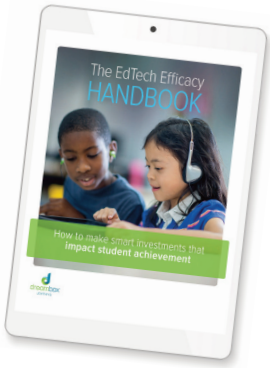
Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

1. Lead & Demand Generation

Your content delivered to qualified decision makers.

CONTENT SYNDICATION

Generate qualified sales leads by leveraging your organization's content.



Leverage your company's white papers, case studies, infographics or other content for maximum impact while generating qualified leads. Your assets will be hosted within our Resource Library where elite buyers and top education technology decision makers will have access to your exclusive content 24/7. In addition, your asset(s) will be promoted through dedicated eMails to a targeted, engaged audience, generating the leads your sales team wants.

WHAT YOU GET

- A dedicated eSchool Media project manager to handle logistical support, including asset posting, landing page approval, and follow up.
- An integrated marketing campaign to drive decision makers to view your content.
- Placement of your asset on our website(s) for instant download.
- Weekly lead reporting, including all relevant data.
- Leads counts and prices vary by program and are guaranteed.

EDUCATION RESOURCE CENTERS (ERC) – MICROSITE

Generate qualified sales leads with your own custom site using our editorial content and your solutions.

eSchool Media will develop a targeted partner microsite for your organization that will not only resonate with technology decision makers, but will also bring you highly qualified leads. Highlighting your product and/or service and capabilities on an ERC microsite provides these decision makers your unique solutions right at their fingertips. In addition to positioning relevant content in your ERC, the audience can download multiple engaging assets from one place. Your ERC will stay live on our site for 90 days.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

WHAT YOU GET

- A dedicated eSchool Media staff project manager.
- Full set-up and design of your ERC microsite, launch meetings and follow-up.
- Your ERC will be posted for 90 days within the ERC section of our websites.
- Editorial and online co-branding.
- An integrated marketing campaign to drive lead and demand generation to your ERC
- Weekly lead reporting, including all relevant data.
- Leads counts and prices vary by program and are guaranteed.

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

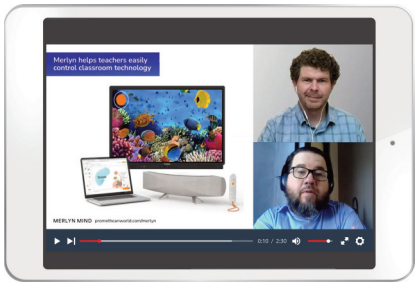
1. Lead & Demand Generation (continued)

Your content delivered to qualified decision makers.

WEBINARS

Share your unique story with decision makers in an interactive web environment, educating your prospects and generating qualified sales leads.

A webinar is a powerful online presentation tool that allows you to communicate your message and establish your company as a thought leader, while communicating directly to 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. eSchool Media provides a talented editorial moderator to coordinate the event, assist the speakers and manage the Q&A.



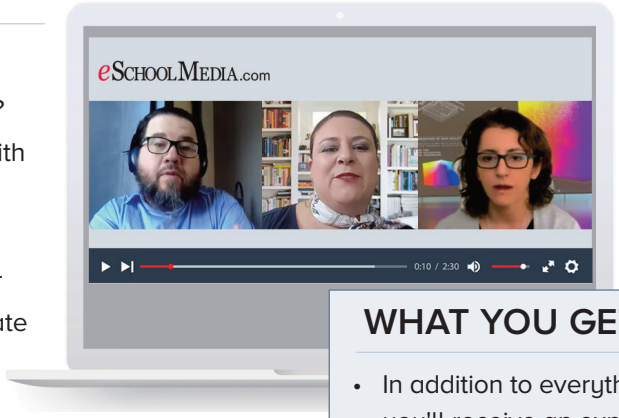
WHAT YOU GET

- A dedicated webinar project manager to coordinate the event, speakers, and practice session.
- An experienced editorial moderator.
- An integrated marketing campaign to drive registrations to the event.
- 200 guaranteed registration.
- Website posting within our webinars section pre- and post-event.
- 3-month archive for on-demand promotional use.
- Full set up and logistical support.
- Full post-event reporting, including questions asked, time attended, polling responses, registration, and attendee list.

CUSTOM WEBINARS

Let us help develop your event.

Don't have a webinar topic and speakers? No problem – eSchool Media can work with you to develop the webinar content and find the right speakers to showcase your company's innovations and solutions. Our custom webinar allows you to communicate your message to edtech decision makers while leaving the work to us.



WHAT YOU GET

- In addition to everything noted above, you'll receive an experienced editorial moderator that will work with you to develop the content and secure speakers.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

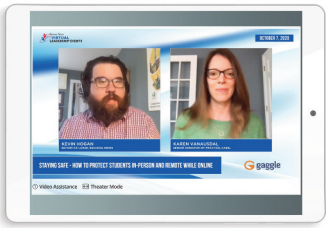
Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

2. Thought Leadership

Showcase your company's leadership with cutting edge digital events.

SPONSORED PODCASTS

Boost your brand awareness with these podcast sponsorship options.



Sponsored Podcast

Add your company's 30-second message to the open and close of our "Innovations in Education" podcasts for added branding and exposure. Each sponsored podcast is featured on our website and promoted as the "Top Story" through our daily newsletters and across all social channels.

Custom Podcast

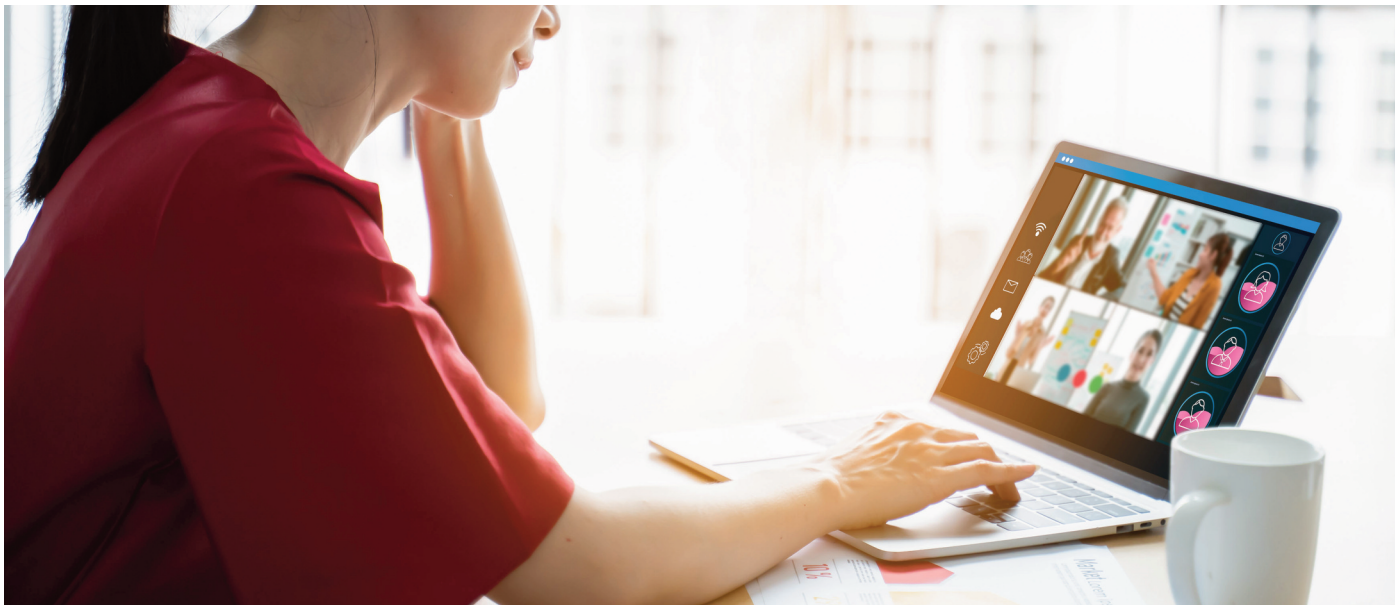
For extra brand exposure, our moderator will conduct a 15-minute podcast interview with your company's thought leader – audio only.

Custom Video Podcast

For even greater visibility, we'll conduct a 15-minute video interview with your company spokesperson. The video becomes yours to post and share.

WHAT YOU GET

- A dedicated project manager to coordinate your podcast sponsorship.
- Website posting within our podcast section.
- Podcast promotion in (2) newsletters
- (4) social promotions across all channels
- Broadcast rights to audio and video files
- Full set up and logistical support.
- Podcasts posted on iTunes, Google, Stitcher, Amazon and more.



Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

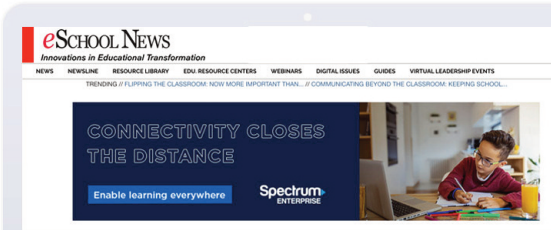
3. Branding & Awareness

Connect with your target sales prospects with digital branding and awareness programs.

HIGH-IMPACT WEBSITE BANNERS

Interstitial, Billboard, and more...

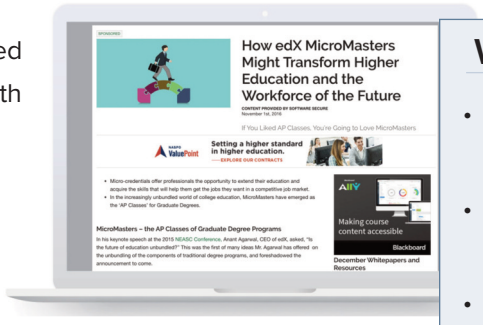
Engage and connect with your audience by running a high-impact banner ad on eSchool News.com or eCampusNews.com. This cutting-edge technology will help deliver your marketing message to K-12 and Higher Ed technology decision makers; drive traffic to your website through expanded real estate opportunities, and assist you in elevating your message.



Banner Name	Size
Interstitial	640 x 480
Billboard	970 x 250
Half Page	300 x 600
Medium Rectangle	300 x 250
Leaderboard	728 x 90
Large Leaderboard	970 x 90
Wallpaper	1920 x 1200
Scrolling Marque	320 x 50

SPONSORED CONTENT

Provide a well-written article to share with our audience and we'll post it along with our daily editorial content – then provide you qualified sales leads of readers.



Your content, labeled as Sponsored Content, seamlessly integrates with editorial content on our websites. You provide the article and we promote the content to our audience of decision makers and stakeholders online, in our eNewsletters, and through other traffic-driving initiatives.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

WHAT YOU GET

- Premium promotion of your article in our eMail newsletters.
- Full-text of article on eSchoolNews.com or eCampusNews.com.
- Social sharing tools included on your article.
- Content displayed as editorial, but byline will state "Content Provided by Sponsor" to maintain transparency

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

3. Branding & Awareness (continued)

Connect with your target sales prospects with digital branding and awareness programs.

CORPORATE eNEWSLETTER SPONSORSHIPS

Reach and engage decision makers by sponsoring daily and weekly eMail newsletters.

Deliver your message directly to the inboxes of Education administrators and decision makers. 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. Recipients have requested to receive these daily and weekly updates that include the most recent news, trends, research, insights, and discussions related to technologies and innovations impacting districts, institutions, and classrooms.

eSCHOOL NEWS NEWSLETTERS

Innovations in K-12 Education	5x (Mon-Fri)
IT School Leadership	1x / Week

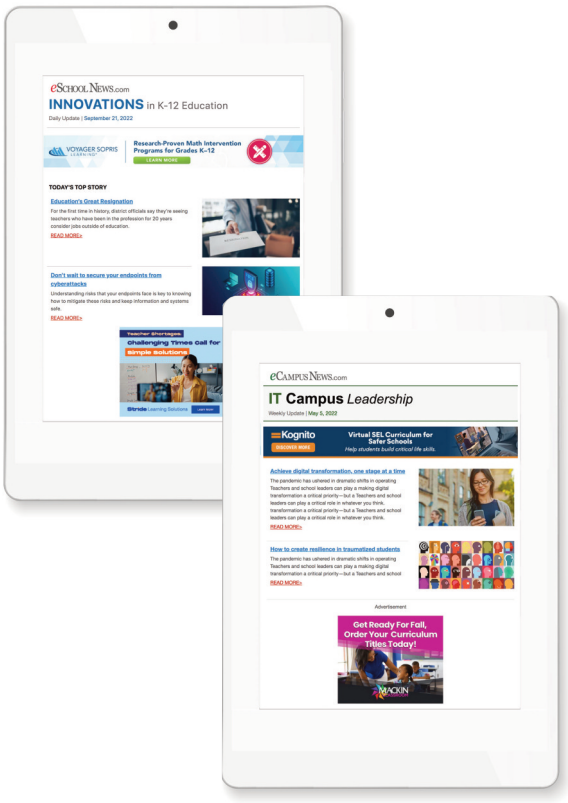
eCAMPUS NEWS NEWSLETTERS

Innovations in Higher Ed	5x (Mon-Fri)
IT Campus Leadership	1x / Week

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

WHAT YOU GET

- Reserved placement based on positioning and chosen dates adjacent to our valuable editorial content.
- Strong share of voice in each newsletter – our real estate for each newsletter is limited.
- Full campaign reporting to detail ROI based on opens, clicks and click-throughs.



Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

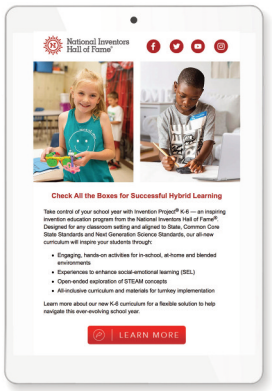
3. Branding & Awareness (continued)

Connect with your target sales prospects with digital branding and awareness programs.

EXCLUSIVE CHAPERONED EMAIL CAMPAIGNS

Write your own message and we will deploy your HTML eMail to our exclusive eMail list.

A content-rich piece syndicated to the eSchool News or eCampus News audience. This targeted piece is a great way to get your message in front of K-12 or Higher Ed decision makers and significantly increase traffic to your product or services.



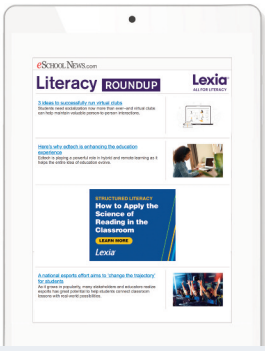
WHAT YOU GET

- Your content-rich HTML eMail deployed to our responsive audience.
- Full campaign reporting to detail ROI based on opens, clicks and click-through rates.
- Quantities vary based on titles selected.

CUSTOM eNEWSLETTER SPONSORSHIPS

eSchool News or eCampus will create a custom newsletter on a topic associated with your mission.

The newsletter will contain a variety of articles, selected by our editors based on the focus topic selected by your company. In addition to topic focused content, exclusive banners ads, provided by you, will be included as well. This custom newsletter will be topic and client centered to further enhance your messaging. The newsletter will be sent to at least 50,000 readers with selected relevant titles.



WHAT YOU GET

- Branding of your HTML with eSchool News or eCampus News in our eMail format.
- Deployment of the eMail to our responsive audience.
- Full campaign reporting to detail ROI based on opens, clicks and click-through rates.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

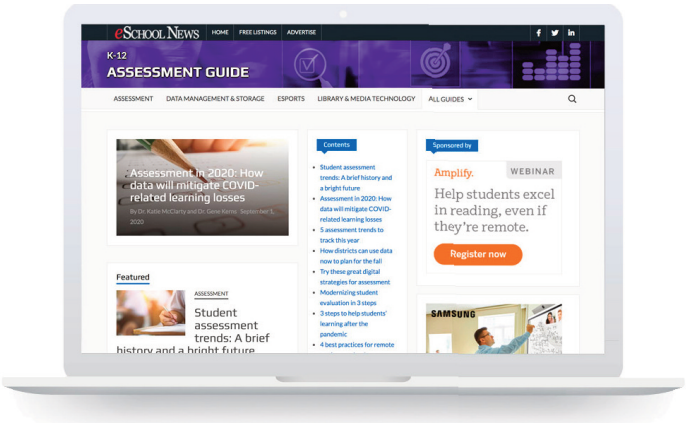
3. Branding & Awareness (continued)

Connect with your target sales prospects with digital branding and awareness programs.

eSCHOOL DIGITAL GUIDE SPONSORSHIP

Get Leadership Branding for One Full Year.

In the competitive education technology market, effective marketing means taking a leadership position in your core service and product categories. Now eSchool News combines our quality news and content with leading industry luminaries to produce 12 monthly guides for our education technology readership. These free guides give you an opportunity to showcase your leadership position in the guides that best fit your product and service! Each guide includes great news and resources plus company profiles that serve that specific guide topic.



WHAT YOU GET

- One 300 x 250 banner on every page of the digital guide for one full year
- One Enhanced Listing Profile for one full year

  Enhanced Listing Profile includes:

  - Company Name and Logo on the Front Page
  - Company Description – up to 50 words to showcase your services
  - Company Contacts, up to 3, with Name, eMail, and Phone
  - Company Website – "clickable"

FREE COMPANY PROFILE LISTINGS ARE AVAILABLE

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

2023 MONTHLY GUIDE EDITORIAL CALENDAR

January	Digital Learning Tools and Resources
February	Ensuring Equity for All Students
March	Cybersecurity
April	Coding, Robotics & Engineering
May	STEM & STEAM
June	Social and Emotional Learning
July	Esports
August	School Libraries and Librarians
September	Personalized and Differentiated Learning
October	Literacy
November	Game-Based Learning
December	Online and Blended Learning

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

3. Branding & Awareness (continued)

Connect with your target sales prospects with digital branding and awareness programs.

DIGITAL PUBLICATION SPONSORSHIP

Engage education decision makers with a sponsorship of an entire issue of eSchool News or eCampus News.

eSchool News and eCampus News now offer sponsorship opportunities in our digital publications for 2023. If you need a brand awareness program that gives you fantastic branding within an entire issue for impact and credibility, this is the best opportunity for your company.

Your sponsorship opportunity includes:

- Sponsorship logo representation on every page of the digital issue
- Front cover logo stating that this publication is sponsored by your company
- Two inside full page ads.
- Each issue is emailed to 25,000 education decision makers
- Digital distribution and placement on our website(s) for an entire year

DEADLINE: 30 Days prior to digital publication date (Jan, April, July, and October)

2023 ISSUE DATES:

January-March | April-June | July-September | October-December

Rates: call Caliann Mitoulis **215.370.5813**
or email us at **cmitoulis@eschoolmedia.com**

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

3. Branding & Awareness (continued)

Connect with your target sales prospects with digital branding and awareness programs.

K-12 HERO AWARDS SPONSORSHIP

Get national brand exposure to our loyal audience of K-12 decision makers.

eSchool News is excited to announce that three (3) Sponsorship Opportunities will be available for the 2023 K-12 Hero Awards program. Sponsorship of the eSchool News K-12 Hero Awards program delivers national brand exposure to our audience of over one million ed-tech decision makers.

Through the Hero Awards, eSchool News will be recognizing the country's best examples of K-12 success and across all education departments including IT, curriculum, instruction and administration.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

WHAT YOU GET

- Sponsors' logos will be featured on the K-12 Hero Awards website and in all promotions.
- Each sponsor receives acknowledgement plus (1) full-page ad in the Winners eBook – distributed to the full eSchool News audience at the conclusion of the program.
- Each sponsor will be featured with their nominee in an eSchool News Podcast before the winners are announced.
- Sponsor support will be acknowledged in social channels throughout the program.
- Each Sponsor receives (2) entries into the Hero Awards program.

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

4. Custom Content Services

Let us create fresh, compelling thought leadership content to enhance your brand and drive qualified leads.

WHITE PAPERS

Generate qualified sales leads with a unique and compelling white paper that showcases your company's innovations and solutions.

Let the eSchool Media expert editorial team create a unique and strategic content marketing piece. This custom white paper will be co-branded featuring your company profile and logo. Your custom white paper will then be hosted on the eSchool News or eCampus News website and promoted via a strategic marketing campaign to generate qualified leads.

WHAT YOU GET

- Dedicated eSchool Media project manager.
- Custom-crafted white paper up to 2,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- A final PDF of your white paper for your use.
- Full set up and logistical support including asset posting, links, and follow-up.
- Placement of your white paper on our website(s) for instant download.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

CASE STUDIES

Generate qualified sales leads with a customer case study that spotlights your solutions.

Our editorial team will collaborate with you and your edtech customers to develop a brief strategic content marketing piece to help boost awareness and spread your product messaging to technology decision makers. This success story will highlight your product and showcase the successful impact in education.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

WHAT YOU GET

- Dedicated eSchool Media project manager.
- Custom-crafted case study up to 1,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- A final PDF of your case study for your use.
- Full set up and logistical support including asset posting, links, and follow-up.
- Placement of your case study on our website(s) for instant download.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

4. Custom Content Services (continued)

Let us create fresh, compelling thought leadership content to enhance your brand and drive qualified leads.

EDTECH POINT OF VIEW

Showcase one of your company executives as an industry thought leader.

The Edtech Point of View offers a platform in which to showcase one of your company executives as a thought leader in the edtech market. A custom report will be written in collaboration with the eSchool Media editorial staff to set the tone and communicate the challenges facing schools and campuses today.

WHAT YOU GET

- Dedicated eSchool Media project manager.
- Your POV can be up to 2,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- Placement of your POV on our website(s) for instant download.
- A final PDF of your POV for your use.
- Full set up and logistical support including asset posting, links, and follow-up.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

VOICES FROM THE FIELD

Let us develop a custom piece that features expert insights from education leaders—including your company's expert—and highlights your innovations in education.

This custom report features authentic responses from two IT leaders and/or administrative leaders in education. The eSchool Media editorial team, in collaboration with your team, identifies five questions for in-depth responses. Once the responses are available, your team will review and offer their professional insights to the same five questions. The final report would be available on eSchool News or eCampus News for download. Your company retains the intellectual property of the report.

WHAT YOU GET

- Dedicated eSchool Media project manager.
- Your VFF can be up to 2,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- Placement of your VFF on our website(s) for instant download.
- A final PDF of your VFF for your use.
- Full set up and logistical support including asset posting, links, and follow-up.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

4. Custom Content Services (continued)

Let us create fresh, compelling thought leadership content to enhance your brand and drive qualified leads.

SPECIAL REPORTS

Pair your marketing message with our original editorial to create a report showcasing your mission.

Our award-winning editorial staff prepares Special Reports to assist our readers in making better purchasing decisions throughout the year. We pair your organization's important marketing message with original editorial, so your sponsored Special Report showcases your mission to a receptive audience of edtech decision makers.

WHAT YOU GET

- Editorial and online co-branding.
- Dedicated eSchool Media project manager.
- Your Special Report can be up to 2,500 words of professional editorial content.
- Complete design and productions services
- Placement of your asset on our website(s) for instant download.
- A final PDF of your Special Report for your use.
- Educator Resource Center to showcase your Special Report along with additional related information from your company.
- Full set up and logistical support including asset posting, links, and follow-up.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

TOP 10 REPORT

Use our editorial expertise to develop a co-branded report focusing on the key selling benefits of your product or service.

Connect and engage top edtech decision makers with solution-oriented marketing. Choose a solution and let the eSchool Media editorial team create your Top 10 Report to provide a series of tips or steps that help your targets solve a problem or guide them in the decision-making process.

WHAT YOU GET

- Dedicated eSchool Media project manager.
- Your Top 10 Report can be up to 1,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- Placement of your asset on our website(s) for instant download.
- A final PDF of your Top 10 Report for your use.
- Full set up and logistical support including asset posting, links, and follow-up.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

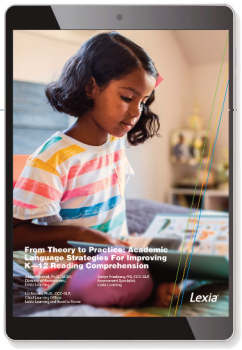
Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

4. Custom Content Services (continued)

Let us create fresh, compelling thought leadership content to enhance your brand and drive qualified leads.

EBOOK



Generate qualified sales leads as our editorial team puts together a unique and compelling message surrounding your technology innovations and solutions.

Let the eSchool Media expert editorial team create a unique and strategic content marketing piece. This custom Ebook will be co-branded featuring your company profile and logo. Your custom Ebook will then be hosted on the eSchool News or eCampus News website and promoted via a strategic marketing campaign to generate qualified leads.

Rates: call Caliann Mitoulis **215.370.5813**
or email us at cmitoulis@eschoolmedia.com

WHAT YOU GET

- Dedicated eSchool Media project manager.
- Your Ebook can be up to 2,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- A final PDF of your Ebook for your use.
- Full set up and logistical support including asset posting, links, and follow-up.
- Placement of your asset on our website(s) for instant download.
- An integrated marketing campaign to drive decision makers to view your content.
- Weekly lead reporting, including all relevant data.

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

eSchool News Editorial Calendar

JANUARY 2023

Editorial Focus: Edtech Predictions

Special Focus/Guide Topic: Digital Learning Tools and Resources

Conference Updates: FETC

FEBRUARY 2023

Editorial Focus: Supporting Students with Special Needs

Special Focus/Guide Topic: Digital Equity

Conference Updates: TCEA and AASA

MARCH 2023

Editorial Focus: Innovative IT Leadership

Special Focus/Guide Topic: Cybersecurity

Conference Updates: CoSN, ASCD, and BETT

APRIL 2023

Editorial Focus: Emergency Management and School Safety

Special Focus/Guide Topic: Coding, Robotics, and Engineering

Conference Updates: ACE

MAY 2023

Editorial Focus: Coding and Robotics

Special Focus/Guide Topic: STEM and STEAM

JUNE 2023

Editorial Focus: Virtual, Augmented, and Extended Reality

Special Focus/Guide Topic: SEL and Well-Being

Conference Updates: ISTE and InfoComm

JULY 2023

Editorial Focus: Durable Skills

Special Focus/Guide Topic: Esports

AUGUST 2023

Editorial Focus: Back-to-School Trends

Special Focus/Guide Topic: School Libraries and Librarians

SEPTEMBER 2023

Editorial Focus: E-rate

Special Focus/Guide Topic: Personalized and Differentiated Learning

OCTOBER 2023

Editorial Focus: Rethinking Professional Development

Special Focus/Guide Topic: Literacy

Conference Updates: SIIA

Hero Award Winners 2023

NOVEMBER 2023

Editorial Focus: Innovative Learning Spaces

Special Focus/Guide Topic: Game-Based Learning

DECEMBER 2023

Editorial Focus: Digital Literacy and Digital Citizenship

Special Focus/Guide Topic: Online and Hybrid Learning Strategies

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

eCampus News Editorial Calendar

JANUARY 2023

Editorial Focus:
2023 Trends

FEBRUARY 2023

Editorial Focus:
Cybersecurity

MARCH 2023

Editorial Focus:
Institutional Leadership Trends

APRIL 2023

Editorial Focus:
Microcredentials
Conference Updates: ASU+GSV Summit

MAY 2023

Editorial Focus:
Esports

JUNE 2023

Editorial Focus:
Innovation and Emerging Tech
Conference Updates: InfoComm

JULY 2023

Editorial Focus:
Recruitment and Retention

AUGUST 2023

Editorial Focus:
AR and VR in Higher Education

SEPTEMBER 2023

Editorial Focus:
The Student Experience

OCTOBER 2023

Editorial Focus:
IT Leadership
Conference Updates: EDUCAUSE

NOVEMBER 2023

Editorial Focus: Student Mental Health and Well-Being

DECEMBER 2023

Editorial Focus:
2024 Predictions

Caliann Mitoulis
National Director of Sales and Business Development
215.370.5813 cmitoulis@eschoolmedia.com

A successful K-12 EdTech campaign starts with MCH

2020 forever changed the education marketplace, positioning EdTech at the forefront. Now, the EdTech age is here to stay and MCH is the leading source for K-12 data and insight into how to effectively market for all your EdTech and STEM solutions.

With more than 6 million contacts and prospects, and 5 million distinct emails, our first-in-class education database can help position you for a successful education campaign in an innovative market brimming with potential. Let us help you implement a more strategic search for your EdTech decision-makers and STEM influencers by compiling updated, high-quality data on schools and districts, administrators, superintendents and teachers.

Why MCH?

At MCH, our proven track record in the data space has created an unmatched experience that our clients have come to trust. With years of providing targeted, trusted and timely data, we've positioned our industry-leading results on seven distinct data factors:

- Data Quality
- Data Quantity
- Compilation & Verification
- Data Accuracy
- Accessibility
- Personalized Flexibility
- Ethics & Integrity

Ready to talk details?

Reach out to MCH at 800-776-6373 for all your K-12 EdTech data needs.

MCH Strategic Data

mchdata.com

Phone: 800-776-6373

Email: info@mchdata.com