

eSCHOOL MEDIA

Digital Marketing That Delivers

For companies serving the K-12 and Higher Education Markets

2024 Digital Media Kit

Lead & Demand Generation

Brand Awareness & Advertising

Thought Leadership

Custom Content Services



eSCHOOL NEWS

eCAMPUS NEWS

eSchool Media

Your Gateway to Reaching K-12 and Higher Education Decision-Makers

Celebrating 25+ years of excellence as the leading education technology media company, eSchool Media has been at the forefront of transforming education through technology and innovation. Through our highly trusted platforms, **eSchoolNews** and **eCampusNews**, we deliver original edtech news, objective analysis, and a wealth of resources to decision-making education professionals in K-12 and higher education.

We Can Help Grow Your Brand and Fuel Your Education Sales

Our expertise in identifying and engaging with the education buyers seeking solutions like yours ensures that you have an unmatched opportunity with eSchool Media to amplify your brand and expand your audience of key education decision-makers. Our loyal and influential readers eagerly await opportunities to connect with innovative companies like yours!

Partnering with eSchool Media will **amplify your brand and expand your audience of key education buyers** who actively seek your solutions.

eSchool Media Delivers

		
Edtech Decision-Makers We reach over 900,000 K-12 and Higher Ed educators monthly, including IT decision-makers, district and school leaders and more.	Exceptional Digital Marketing Performance We deliver integrated and targeted marketing programs that deliver measurable ROI to fuel your education sales pipeline.	Unrivaed Client Service From the program launch, though content marketing and weekly lead delivery, our dedicated team goes above and beyond to ensure the success of your programs.

Digital Marketing Solutions That Deliver!

For companies serving the K-12 and Higher Education Markets.



Lead & Demand Generation

We generate high quality leads to fuel your education sales.

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Thought Leadership

We feature and promote your company's expertise and leadership.

WEBINARS	11
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SPONSORED CONTENT	12



Brand Awareness & Advertising

We put your brand in front of education decision-makers.

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Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.

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Our Media Brands

eSCHOOL NEWS



600,000+
Total Reach

K12 Audience Profile	4
K12 Editorial Calendar	17

eCAMPUS NEWS



300,00+
Total Reach

Higher Ed Audience Profile	5
Higher Ed Editorial Calendar	18

eSchool News Audience Profile

54% 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.

33% 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.

12% Curriculum & Academic Management

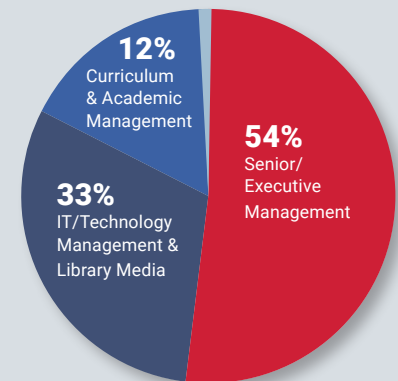
Titles Include: Curriculum Director, Subject Area Supervisors & Instructors for Mathematics, Reading, Science, English/Language Arts, Social Studies, Languages, Trades, Business, Special Education Director, Directors/Coordinators of Gifted, Special Education, Vocational Education, Professional Development,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

1% Consultants, Vendors & Others Allied to the Edtech Industry

eSCHOOL NEWS



600,000+
Total Reach*



*Google Analytics October 2023

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 & Managers, Federal & State Official, State School Official

28% IT Director/Manager

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

21% Dean/Instructional/Faculty

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

20% Administration/Administrative Management

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

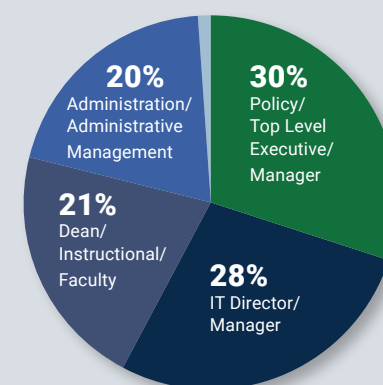
1% Other Job Titles not listed above

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

eCAMPUS NEWS



300,000+
Total Reach*

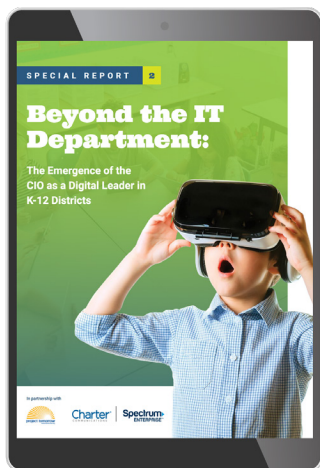


*Google Analytics October 2023



Lead & Demand Generation

We generate high quality leads to fuel your education sales.



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.



Education Resource Centers (ERC) – Microsite

Generate qualified sales leads with your own custom microsite featuring your content and solutions.

Highlighting your products and services in a custom ERC microsite puts your solutions right at the fingertips of education decision-makers. Your microsite will feature up to 8 downloaded pieces of your content, which we'll promote to generate highly qualified leads interested in your solutions. Your ERC will stay live on our site for 90 days.



Call or Email for Rates!

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

CONTENT SYNDICATION – 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.

ERC – 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.



Brand Awareness & Advertising

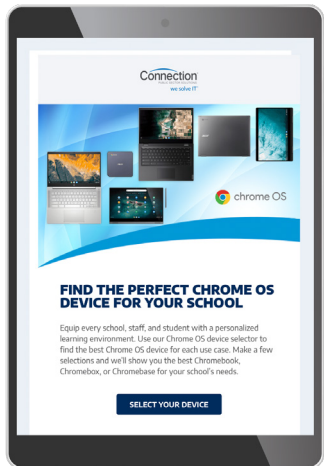
We put your brand in front of education decision-makers.



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. We'll 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.



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.

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
Scrolling Marquee	320 x 50

CHAPERONED eMAIL CAMPAIGNS – 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.



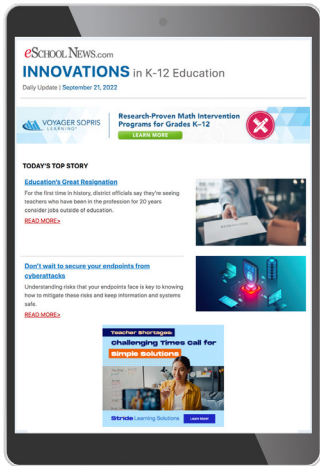
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Brand Awareness & Advertising

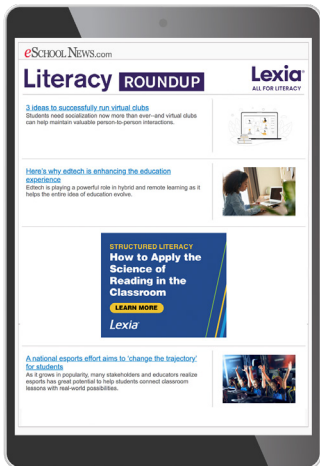
We put your brand in front of education decision-makers.



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 that have requested to receive daily and weekly news updates. 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.



Custom eNewsletter Sponsorships

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

This client-centered newsletter will contain articles selected by our editors based on the topic selected by your company. In addition to topic-focused content, exclusive banners ads, provided by you, will be featured. The newsletter will be sent to at least 50,000 readers with selected relevant titles.



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CORPORATE eNEWSLETTER SPONSORSHIPS – What You Get

- Reserved banner placement based on positioning and chosen dates adjacent to our valuable editorial content.
- Full campaign reporting to detail ROI based on opens, clicks and click-throughs.

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

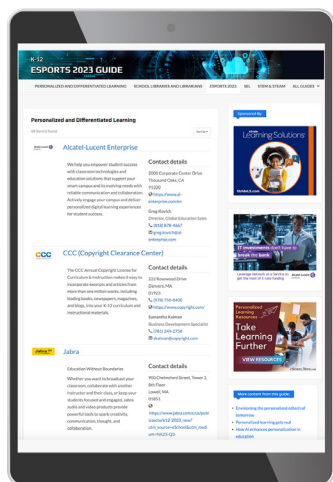
CUSTOM eNEWSLETTER SPONSORSHIPS – What You Get

- Co-branded newsletter focusing on the topic of your choice
- Exclusive banner placement
- Distribution to 50,000 readers with relevant titles
- Full campaign reporting to detail ROI based on opens, clicks and click-throughs.



Brand Awareness & Advertising

We put your brand in front of education decision-makers.



eSchool News 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 digital guides giving you the opportunity to showcase your leadership position. Each guide includes great news and resources plus company profiles that serve that specific guide topic.

Digital Guide Monthly Topics

JANUARY 2024	FEBRUARY 2024	MARCH 2024
Digital Learning Tools & Resources	SEL & Student Well-Being	Digital Equity
APRIL 2024	MAY 2024	JUNE 2024
Cybersecurity	Personalized & Differentiated Learning	Game-Based Learning
JULY 2024	AUGUST 2024	SEPTEMBER 2024
Online & Hybrid Learning Strategies	Esports	STEM & STEAM
OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
Coding, Robotics, & Engineering	School Libraries & Librarians	Literacy

eSchool News DIGITAL GUIDE SPONSORSHIP – What You Get

- Placement of your supplied editorial piece within the digital guide
- One 300 x250 banner on every page of the digital guide
- One Enhanced Listing Profile

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



Call or Email for Rates!



Brand Awareness & Advertising

We put your brand in front of education decision-makers.



Digital Publication Sponsorship

Engage education decision-makers by sponsoring 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.



DIGITAL PUBLICATION SPONSORSHIP – What You Get

- 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)

2024 ISSUE DATES

January–March	April–June
July–September	October–December



Call or Email for Rates!

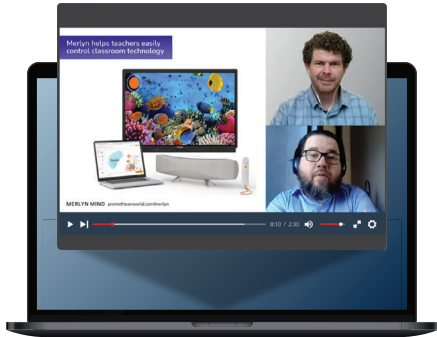
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Digital Marketing That Delivers 10



Thought Leadership

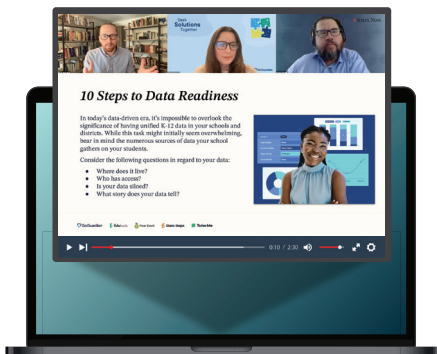
We feature and promote your company's expertise and leadership.



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.



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.



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WEBINARS – 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 – 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.



Thought Leadership

We feature and promote your company's expertise and leadership.

Sponsored Podcasts

Three podcast options to boost brand awareness.

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. Podcasts are 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.

Sponsored Content

Provide a well-written article to share with our audience and we'll post it along with our daily editorial content.

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.

SPONSORED PODCASTS – 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.

SPONSORED CONTENT – 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

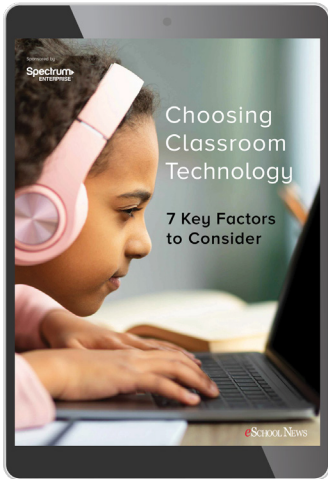


Call or Email for Rates!



Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.



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.



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.

WHITE PAPER – What You Get

- Dedicated eSchool Media project manager.
- 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.
- 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 STUDY – What You Get

- Dedicated eSchool Media project manager.
- 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.
- 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.



Call or Email for Rates!



Custom Content Creation Services

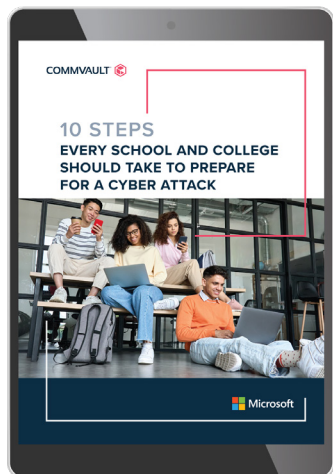
We develop compelling, impactful content to showcase your solutions.



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.



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.

EBOOK – What You Get

- Dedicated eSchool Media project manager.
- 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.
- 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.

TOP 10 REPORT – What You Get

- Dedicated eSchool Media project manager.
- 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.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.



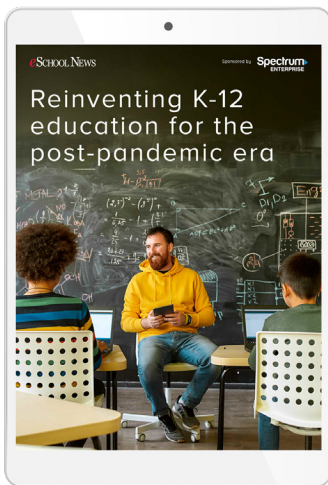
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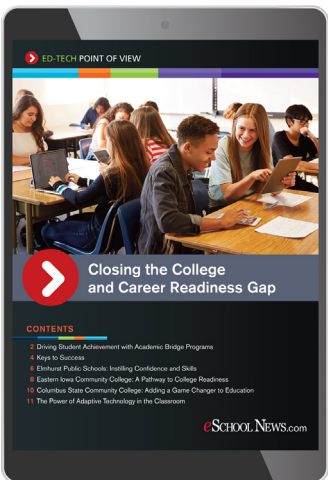
We develop compelling, impactful content to showcase your solutions.



Special Report

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.



Ed Tech 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.



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SPECIAL REPORT – What You Get

- Dedicated eSchool Media project manager.
- 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.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.

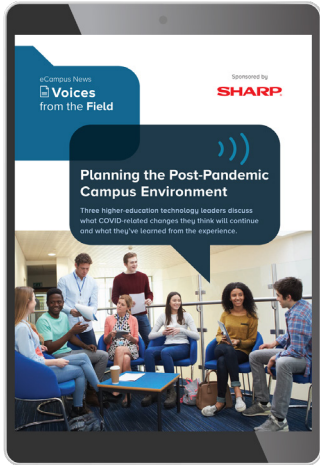
ED TECH POINT OF VIEW – What You Get

- Dedicated eSchool Media project manager.
- 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.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.



Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.



Voices from the Field

Highlight your thought leadership and solutions in a custom piece featuring expert insights from education leaders—including your company's expert.

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.

VOICES FROM THE FIELD – What You Get

- Dedicated eSchool Media project manager.
- 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.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.



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2024 eSchool News Editorial Calendar

JANUARY 2024 Technology Trends for the New Year Conference Updates: FETC, TCEA Preview eSchool News Guide: Digital Learning Tools & Resources	FEBRUARY 2024 Supporting Students with Special Needs Conference Updates: TCEA and AASA eSchool News Guide: SEL & Student Well-Being	MARCH 2024 Digital Equity and Inclusion Conference Updates: CoSN, SXSW EDU, & ASCD eSchool News Guide: Digital Equity
APRIL 2024 Data Privacy and Security in Education eSchool News Guide: Cybersecurity	MAY 2024 Remote and Blended Learning: Lessons from the Pandemic eSchool News Guide: Personalized & Differentiated Learning	JUNE 2024 Gamification and Edutainment Conference Updates: ISTE and InfoComm eSchool News Guide: Game-Based Learning
JULY 2024 Professional Development in the Digital Age eSchool News Guide: Online & Hybrid Learning Strategies	AUGUST 2024 Edtech Funding & Investment eSchool News Guide: Esports	SEPTEMBER 2024 STEM Education & Beyond eSchool News Guide: STEM & STEAM
OCTOBER 2024 Personalized Learning & Adaptive Technologies eSchool News Guide: Coding, Robotics, & Engineering	NOVEMBER 2024 Parent-Teacher Communication in a Digital Era eSchool News Guide: School Libraries & Librarians	DECEMBER 2024 The Year in Review & Looking Ahead eSchool News Guide: Literacy

2024 eCampus News Editorial Calendar

JANUARY 2024	FEBRUARY 2024	MARCH 2024
The Higher Edtech State of Play	Cybersecurity	Institutional Leadership Trends
APRIL 2024	MAY 2024	JUNE 2024
Microcredentials Conference Updates: ASU+GSV Summit	Esports	Future Schools: Innovation & Emerging Tech Conference Updates: InfoComm
JULY 2024	AUGUST 2024	SEPTEMBER 2024
Recruitment & Retention	Artificial Intelligence in Higher Education	The Student Experience
OCTOBER 2024	NOVEMBER 2024	DECEMBER 2024
IT Leadership Conference Updates: EDUCAUSE	Student Mental Health & Well-Being	Looking Back & Forward: The Year in Higher Education



Better Data. Better Results.

Schools 124,100+
School Personnel 6,277,000+
• with email 4,500,000+

School Districts 18,400+
District Personnel 305,600+
• with email 204,000+

Whether your campaign calls for postal, phone, email, or programmatic digital display, **MCH Data** has your ideal audience.

Ready to build your list of prospects?

Let's Talk Details

800.776.6373
info@mchdata.com



Education
data you
can **TRUST.**

Did you know...

MCH Data has invested millions to develop state-of-the-art website monitoring software to verify and update educator data in almost real-time. This process used in conjunction with phone-verification by actual humans is how **MCH** maintains the nation's leading K-12 education database.

MCH Strategic Data
www.MCHdata.com