

Lead & Demand Generation

Content Syndication	Guaranteed lead pricing from \$45 CPL to \$70 CPL
Education Resource Centers	\$15,000 with 200 Guaranteed leads

Brand Awareness & Advertising

High Impact Banners (various sizes)	640 x 480 - \$150 CPM	970 x 250 - \$120 CPM
	300 x 600 - \$120 CPM	300 x 250 - \$45 CPM
	728 x 90 - \$55 CPM	970 x 90 - \$65 CPM
	320 x 50 - \$80 CPM	1920 x 1200 - \$25,000 per month
Exclusive Chaperoned eMail Campaigns	Up to 25,000K \$3,000	26K to 50K \$5,000
	51K to 100K \$9,000	101K to 200K \$15,000

Corporate eNewsletter Sponsorships

Innovations in K12 Education 5x (Mon-Fri) \$2,500	IT School Leadership 1x / Week \$2,500
Innovations in Higher Ed 5x (Mon-Fri) \$2,500	IT Campus Leadership 1x / Week \$2,500

AI in Education eNewsletter Sponsorship

AI in K-12 Education 1x/Week 30K / \$2,500	AI in Higher Education 1x/Week 30K / \$2,500
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Custom eNewsletter Sponsorships	50,000K \$10,000	3 or more per deployment \$9,000
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eSchool Digital Guides	\$2,500 for one year	Enhanced Company Profile Listing \$500
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Digital Publication Sponsorship	\$4,000 per issue (or \$11,000 for one exclusive sponsorship)	
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eSchool LIVE@ Conference Video Sponsorships	\$2,500
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Thought Leadership

Webinars	\$15,000 per webinar with 200 Guaranteed leads
Custom Webinars	\$20,000 per webinar with 200 Guaranteed leads
Sponsored Podcasts	\$1,500
Custom Podcast (audio only)	\$5,000
Custom Video Podcast	\$7,500
Sponsored Content Within Our Editorial	\$5,000 per month (weekly leads)
	\$2,500 per month (no leads)
Innovation Roundtable Sponsorship	\$10,000

Custom Content Creation Services

Whitepapers	\$13,000 with 200 Guaranteed leads
Case Studies	\$10,000 with 100 Guaranteed leads
eBook	\$17,000 with 200 Guaranteed leads
Top 10 Report	\$10,000 with 100 Guaranteed leads
Special Reports	\$30,000 with 300 Guaranteed leads
Edtech Point of View	\$14,000 with 150 Guaranteed leads
Voices from the Field	\$17,000 with 200 Guaranteed leads