

## 1. Lead & Demand Generation

Content Syndication	Guaranteed lead pricing from \$45 CPL to \$70 CPL
Education Resource Centers	\$15,000 with 250 Guaranteed leads
Webinars	\$15,000 per webinar with 200 Guaranteed leads

## 2. Thought Leadership

Custom Podcasts	\$6,000 for 2	\$2,500 each for 3
Custom Webinars	\$20,000 per webinar with 200 Guaranteed leads	

## 3. Branding & Awareness

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			
Sponsored Content Within Our Editorial	\$5,000 per month (weekly leads) \$2,500 per month (no leads)				
<b>Corporate eNewsletter Sponsorships</b>					
Innovations in K12 Education	5x (Mon-Fri)	\$2,500	Innovations in Higher Ed	5x (Mon-Fri)	\$2,500
IT School Leadership	1x / Week	\$2,500	IT Campus Leadership	1x / Week	\$2,500
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	
Custom eNewsletter Sponsorships	50,000K	\$10,000	3 or more	\$9,000 per deployment	
eSchool Digital Guides	\$6,000 for one year				
Enhanced Company Profile Listing	\$500				
Digital Publication Sponsorship	\$4,000 per issue (or \$11,000 for one exclusive sponsorship)				

## 4. Custom Content Services

Whitepapers	\$13,000 with 250 Guaranteed leads
Case Studies	\$10,000 with 150 Guaranteed leads
Edtech Point of View	\$14,000 with 150 Guaranteed leads
Voices from the Field	\$17,000 with 250 Guaranteed leads
Special Reports	\$30,000 with 300 Guaranteed leads
Top 10 Report	\$10,000 with 100 Guaranteed leads
eBook	\$17,000 with 250 Guaranteed leads

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