

BRAND AWARENESS & ADVERTISING

Website Banners

Connect With Your Target Edtech Decision Makers

Position Your Brand and Drive Traffic



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.

SPECIFICATIONS

We accept image files (GIF, JPG, PNG) and 3rd party HTML tags (Double Click, Flashtalking etc).
Animated .gif is accepted.
Maximum file size is 70K.
Please be sure to include a click-thru URL.

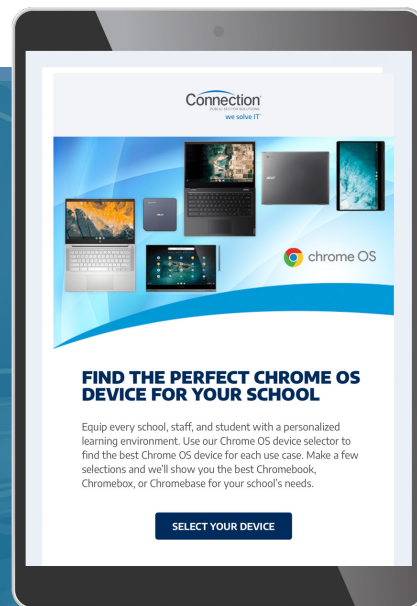
BANNER	Size	Rate
Interstitial	640 x 480	\$150 CPM
Billboard	970 x 250	\$120 CPM
Half Page	300 x 600	\$120 CPM
Medium Rectangle	300 x 250	\$45 CPM
Leaderboard	728 x 90	\$55 CPM
Large Leaderboard	970 x 90	\$65 CPM
Scrolling Marquee	320 x 50	\$80 CPM

BRAND AWARENESS & ADVERTISING

Exclusive Chaperoned eMail Campaigns

Deliver Your Unique Message to Target Education Titles

Choose Your Titles and Circulation



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

Engage your prospects with 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.

CHAPERONED eMAIL – 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.

Rates: Up to 25,000K \$3,000

26K to 50K \$5,000

51K to 100K \$9,000

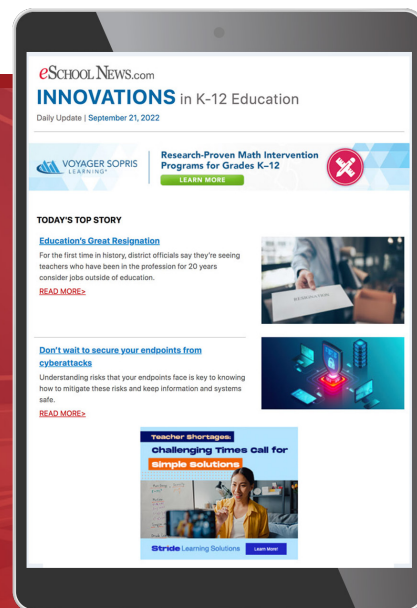
101K to 200K \$15,000

BRAND AWARENESS & ADVERTISING

Corporate eNewsletter Sponsorships

Connect With Your Prospects Via Our Opt-In eMail Newsletters

Includes Full Campaign Reporting



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.

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.

NEWSLETTER

Rate

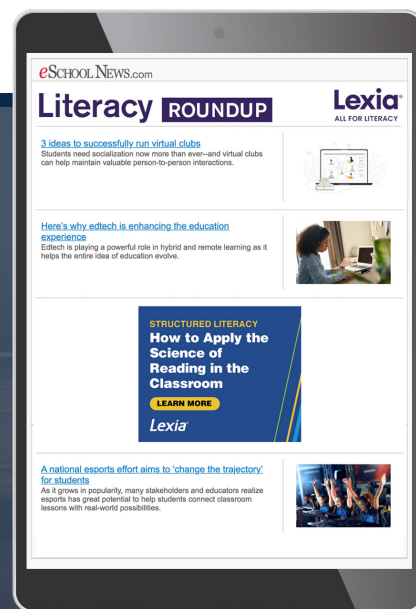
Innovations in K12 Education	5x (Mon-Fri) \$2,500
IT School Leadership	1x / Week \$2,500
Innovations in Higher Ed	5x (Mon-Fri) \$2,500
IT Campus Leadership	1x / Week \$2,500

BRAND AWARENESS & ADVERTISING

Custom eNewsletter Sponsorships

Topic-Focused Content + Exclusive Banners Ads

Distribution to 50,000 readers with relevant titles



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.

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.

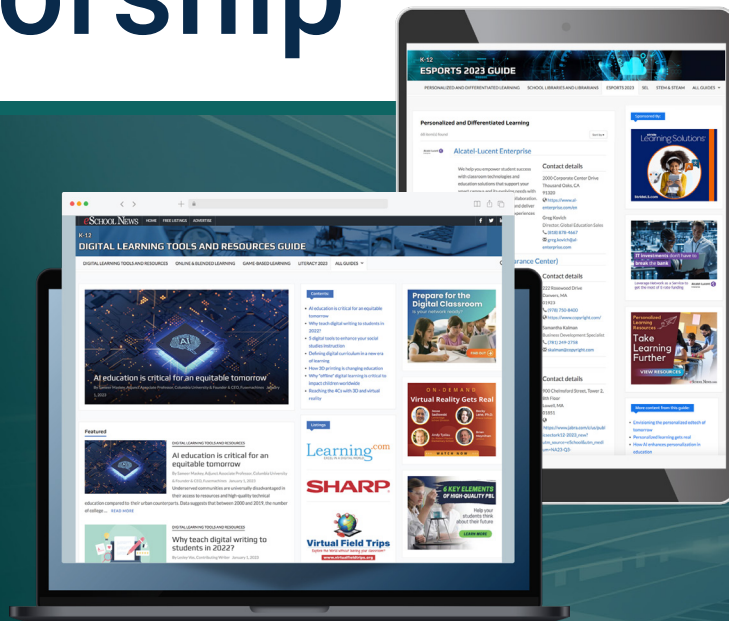
Rates: 50,000K \$10,000
3 or more per deployment \$9,000

BRAND AWARENESS & ADVERTISING

eSchool News Digital Guide Sponsorship

Get Leadership Branding for One Full Year

Put Your Brand in Front of Education Decision-Makers



Showcase your leadership position with a Digital Guide Sponsorship.

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.

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

Rates: Sponsorship - \$2,500 for one year
Enhanced Company Profile Listing \$500

BRAND AWARENESS & ADVERTISING

Digital Publication Sponsorship

Be the Exclusive Advertiser Inside Our Digital Issue

Each issue is emailed to 25,000 education decision-makers



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 2024. 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

Rates: \$4,000 per issue
(or \$11,000 for one exclusive sponsorship)