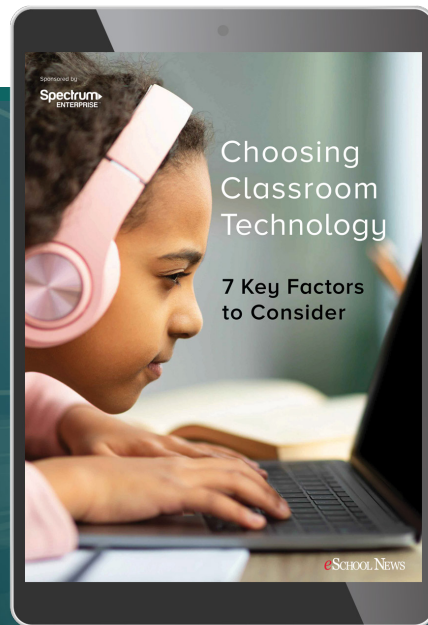


CUSTOM CONTENT CREATION

White Papers

We Showcase Your Company's Innovations and Solutions

Includes 200 Guaranteed Leads



Generate qualified sales leads with a unique and compelling white paper that showcases your company's products, expertise, 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.

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.

Rates: \$13,000 with 200 Guaranteed leads

CUSTOM CONTENT CREATION

Case Studies

We Spotlight Your Customer Success Story

Includes 100 Guaranteed Leads



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.

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.

Rates: \$10,000 with 100 Guaranteed leads

CUSTOM CONTENT CREATION

Ebooks

We Create Compelling Thought Leadership Content to Enhance Your Brand

Includes 200 Guaranteed Leads



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.

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.

Rates: \$17,000 with 200 Guaranteed leads

CUSTOM CONTENT CREATION

Top 10 Report

We Create a
Solution-Driven Piece
to Help Your Targets
Solve a Problem

Includes 100 Guaranteed Leads



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.

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.

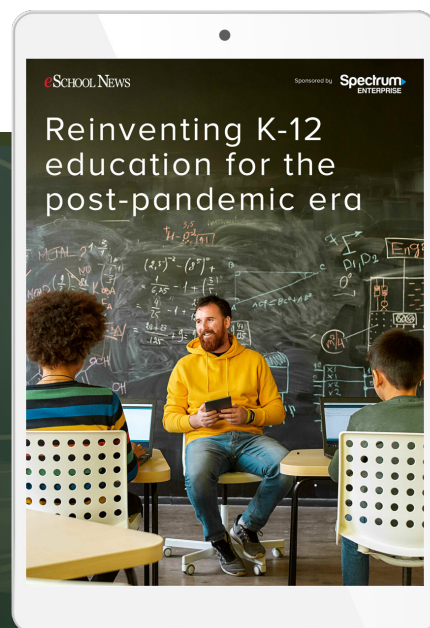
Rates: \$10,000 with 100 Guaranteed leads

CUSTOM CONTENT CREATION

Special Report

We Showcase Your Leadership Mission in Edtech

Includes 300 Guaranteed Leads



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.

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.

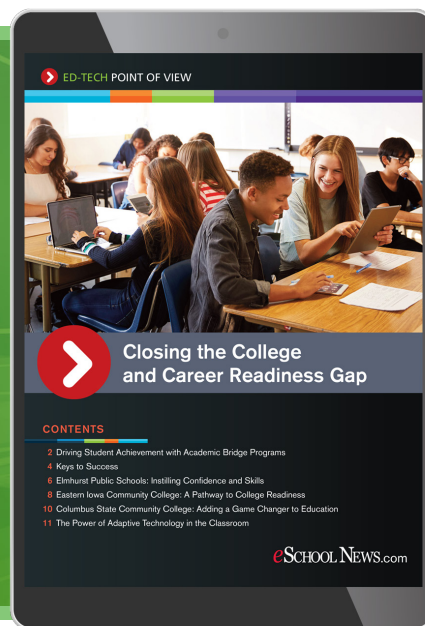
Rates: \$30,000 with 300 Guaranteed leads

CUSTOM CONTENT CREATION

Ed Tech Point of View

We Showcase Your Company Executive as a Thought Leader

Includes 150 Guaranteed Leads



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.

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.

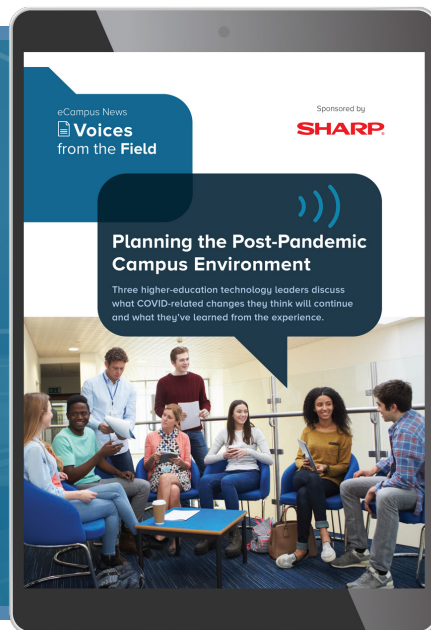
Rates: \$14,000 with 150 Guaranteed leads

CUSTOM CONTENT CREATION

Voices from the Field

We Develop an Innovative Sales Piece Featuring Education Leaders

Includes 200 Guaranteed Leads



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.

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.

Rates: \$17,000 with 200 Guaranteed leads