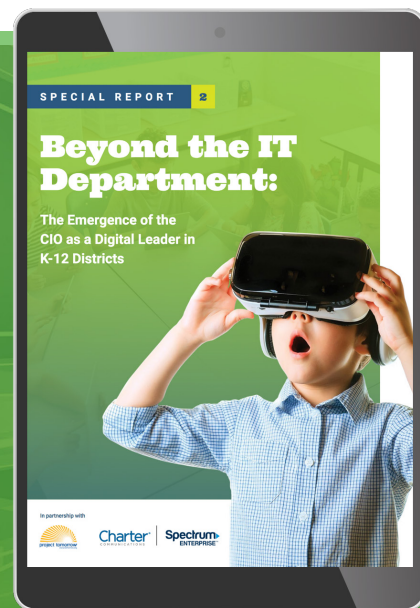


## LEAD &amp; DEMAND GENERATION

# Content Syndication

## Fuel Education Sales by Leveraging Your Content Within Our Resource Library

We Promote Your Content to Generate High Quality Leads



Generate qualified sales leads by leveraging your organization's content on our education websites.

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.

### 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.

**Rates:** Guaranteed lead pricing from \$45 CPL to \$70 CPL

## LEAD &amp; DEMAND GENERATION

# Education Resource Centers (ERC) – Microsite

## Highlight Your Solutions in a Custom Microsite

Includes 200 Guaranteed Leads



Generate qualified sales leads with your own custom microsite featuring your content, products, 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 downloadable 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.

### 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.

**Rates:** \$15,000 with 200 Guaranteed leads