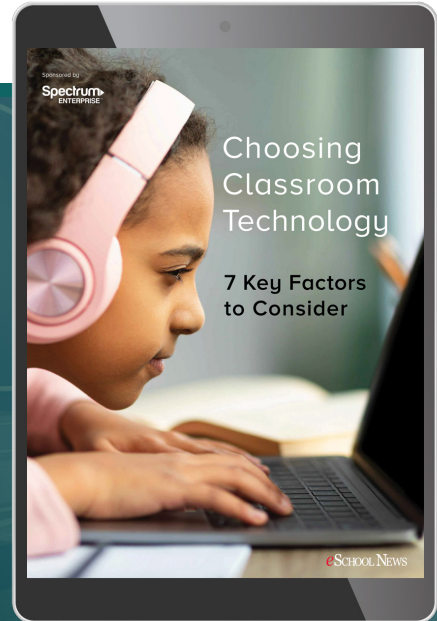


CUSTOM CONTENT CREATION

# 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