

THOUGHT LEADERSHIP

NEW!

# Edtech Video Spotlight

## Showcase your Innovations and Boost Brand Awareness!



Includes Premium Promotion of Your Video Interview

Share your company's success story, product news, or education insights through a professionally produced video interview.

An Edtech Video Spotlight interview conducted by our editorial team provides a powerful platform to communicate your company's message directly to education technology decision-makers. We'll interview your company spokesperson on the topic of your choice and produce a 3-5-minute professional video interview that will seamlessly integrate into the editorial content on the **eSchool News** or **eCampus News** websites.

Your Edtech Spotlight Video will be promoted across all marketing channels to ensure your company-driven message receives broad exposure to our education audience.

### EDTECH VIDEO SPOTLIGHT – What You Get

- A dedicated project manager to coordinate your video interview
- Website posting within the Innovation Insights section
- Video promotion in (2) newsletters
- (4) social promotions across all channels
- Broadcast rights to audio and video files
- Full set up and logistical support

**Rates: \$5,000**