

Lead & Demand Generation

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| Content Syndication | Guaranteed lead pricing from \$45 CPL to \$70 CPL |
| Education Resource Centers | \$15,000 with 200 Guaranteed leads |

Brand Awareness & Advertising

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| High Impact Banners (various sizes) | 640 x 480 - \$150 CPM | 970 x 250 - \$120 CPM |
| | 300 x 600 - \$120 CPM | 300 x 250 - \$45 CPM |
| | 728 x 90 - \$55 CPM | 970 x 90 - \$65 CPM |
| | 320 x 50 - \$80 CPM | 1920 x 1200 - \$25,000 per month |
| Exclusive Chaperoned eMail Campaigns | Up to 25K \$3,000 | 25K to 50K \$5,000 |
| | 50K to 100K \$9,000 | 100K to 200K \$15,000 |

Corporate eNewsletter Sponsorships

Innovations in K-12 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

AI in Education eNewsletter Sponsorship

AI in K-12 Education 1x/Week 30K / \$2,500 AI in Higher Education 1x/Week 30K / \$2,500

Custom eNewsletter Sponsorships 50K \$5,000 3 or more per deployment \$9,000

eSchool Resource Guides Featured Company Listing \$250

Digital Publication Sponsorship \$4,000 per issue (or \$11,000 for one exclusive sponsorship)

eSchool LIVE@ Conference Video Sponsorships \$2,500

Thought Leadership

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| Webinars | \$15,000 per webinar with 200 Guaranteed leads |
| Custom Webinars | \$20,000 per webinar with 200 Guaranteed leads |
| Sponsored Podcasts | \$1,500 |
| Custom Podcast (audio only) | \$5,000 |
| Custom Video Podcast | \$7,500 |
| Sponsored Content Within Our Editorial | \$5,000 per month (weekly leads) \$2,500 per month (no leads) |
| Edtech Video Spotlight | \$5,000 |

Custom Content Creation Services

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|-----------------------|------------------------------------|
| Whitepapers | \$13,000 with 200 Guaranteed leads |
| Case Studies | \$10,000 with 100 Guaranteed leads |
| eBook | \$17,000 with 200 Guaranteed leads |
| Top 10 Report | \$10,000 with 100 Guaranteed leads |
| Special Reports | \$30,000 with 300 Guaranteed leads |
| Edtech Point of View | \$14,000 with 150 Guaranteed leads |
| Voices from the Field | \$17,000 with 200 Guaranteed leads |