

# Thought Leadership Programs

## Thought Leadership Package #1 **\$30,000**

### **WEBINAR** (200 Leads)

Share your unique story with decision-makers in an interactive web environment, educating your prospects and generating qualified sales leads.

### **LIVE@CONFERENCE VIDEO SPONSORSHIP**

Drive booth traffic and sales at your next edtech event with a video interview right on the show floor!

### **EBOOK – CUSTOM** (200 Leads)

Generate qualified sales leads as our editorial team puts together a unique and compelling message surrounding your technology innovations and solutions.

## Thought Leadership Package #2 **\$22,000**

### **WEBINAR** (200 Leads)

Share your unique story with decision-makers in an interactive web environment, educating your prospects and generating qualified sales leads.

### **LIVE@CONFERENCE VIDEO SPONSORSHIP**

Drive booth traffic and sales at your next edtech event with a video interview right on the show floor!

### **SPONSORED CONTENT – with Leads** (No minimum)

Provide a well-written article to share with our audience and we'll post it along with our daily editorial content.

### **NEWSLETTER SPONSORSHIP** 2 newsletters (1 per month / over 2 months)

Reach and engage decision-makers by sponsoring daily eMail newsletters.

## Thought Leadership Package #3 **\$15,000**

### **LIVE@CONFERENCE VIDEO SPONSORSHIP**

Drive booth traffic and sales at your next edtech event with a video interview right on the show floor!

### **EDUCATION RESOURCE CENTER** (200 Leads)

Generate qualified sales leads with your own custom microsite featuring your content and solutions.

# Lead Generation Programs

## Lead Generation Package #1

**\$30,000**

### EBOOK – CUSTOM (200 Leads)

Generate qualified sales leads as our editorial team puts together a unique and compelling message surrounding your technology innovations and solutions.

### TOP 10 REPORT – CUSTOM (100 Leads)

Use our editorial expertise to develop a co-branded report focusing on the key selling benefits of your product or service.

### ED TECH POINT OF VIEW – CUSTOM (150 Leads)

Our editors will showcase one of your company executives as an industry thought leader.

## Lead Generation Package #2

**\$25,000**

### WEBINAR (200 Leads)

Share your unique story with decision-makers in an interactive web environment, educating your prospects and generating qualified sales leads.

### EDUCATION RESOURCE CENTER (200 Leads)

Generate qualified sales leads with your own custom microsite featuring your content and solutions.

### EXCLUSIVE CHAPERONED EMAIL (25,000 emails)

Write your own message and we will deploy your HTML eMail to your selected titles on our exclusive eMail list.

## Lead Generation Package #3

**\$15,000**

### CONTENT SYNDICATION (200 Leads)

Generate qualified sales leads by leveraging your organization's content.

### TOP 10 REPORT – CUSTOM (100 Leads)

Use our editorial expertise to develop a co-branded report focusing on the key selling benefits of your product or service.

### EXCLUSIVE CHAPERONED EMAIL (25,000 emails)

Write your own message and we will deploy your HTML eMail to your selected titles on our exclusive eMail list.

## Lead Generation Package #4

**\$10,000**

### CONTENT SYNDICATION (150 Leads)

Generate qualified sales leads by leveraging your organization's content.

### EXCLUSIVE CHAPERONED EMAILS 2 emails (25,000 each)

Write your own message and we will deploy your HTML eMail to your selected titles on our exclusive eMail list.

### NEWSLETTER SPONSORSHIP 4 newsletters (1 per month / over 4 months)

Reach and engage decision-makers by sponsoring daily eMail newsletters.

### WEBSITE BANNERS (50,000 impressions) (300x250 or 728x90)

Engage and connect with your audience by running a ROS banner ad on eSchool News.com or eCampusNews.com.

# Branding & Awareness Programs

## Branding & Awareness Package #1 **\$20,000**

### **WEBINAR** (200 Leads)

Share your unique story with decision-makers in an interactive web environment, educating your prospects and generating qualified sales leads.

### **WEBSITE BANNERS** (300x250 and/or 728x90 –100,000 imps/over 3 months)

Engage and connect with your audience by running a ROS banner ad on eSchool News.com or eCampusNews.com.

### **NEWSLETTER SPONSORSHIP** 3 newsletters (1 per month / over 3 months)

Reach and engage decision-makers by sponsoring daily or weekly eMail newsletters.

### **EXCLUSIVE CHAPERONED EMAIL** (25,000 emails)

Write your own message and we will deploy your HTML eMail to your selected titles on our exclusive eMail list.

## Branding & Awareness Package #2 **\$15,000**

### **WEBSITE BANNERS** (300x250 and/or 728x90 –150,000 imps/over 6 months)

Engage and connect with your audience by running a ROS banner ad on eSchool News.com or eCampusNews.com.

### **PODCAST – CUSTOM** (Audio)

For extra brand exposure, our moderator will conduct a 15-minute podcast interview with your company's thought leader.

### **NEWSLETTER SPONSORSHIP** 6 newsletters (1 per month / over 6 months)

Reach and engage decision-makers by sponsoring daily or weekly eMail newsletters.

### **EXCLUSIVE CHAPERONED EMAIL** (25,000 emails)

Write your own message and we will deploy your HTML eMail to your selected titles on our exclusive eMail list.

# Premier Partner Program

## Premier Partner Package

**\$50,000**

### WEBINAR (200 Leads)

Share your unique story with decision-makers in an interactive web environment, educating your prospects and generating qualified sales leads.

### PODCAST – Recap of Webinar (Audio)

For extra brand exposure, our moderator will conduct a 15-minute recap of your webinar.

### EBOOK – CUSTOM (200 Leads)

Generate qualified sales leads as our editorial team puts together a unique and compelling message surrounding your technology innovations and solutions.

### CONTENT SYNDICATION (200 Leads)

Generate qualified sales leads by leveraging your organization's content.

### EXCLUSIVE CHAPERONED EMAIL 2 emails (25,000 emails)

Write your own message and we will deploy your HTML eMail to your selected titles on our exclusive eMail list.

### WEBSITE BANNERS (300x250 and/or 728x90 –100,000 imps / over 3 months)

Engage and connect with your audience by running a ROS banner ad on eSchool News.com or eCampusNews.com.

### NEWSLETTER SPONSORSHIP 2 newsletters (1 per month / over 2 months)

Reach and engage decision-makers by sponsoring daily eMail newsletters.

### LIVE@CONFERENCE VIDEO SPONSORSHIP

Drive booth traffic and sales at your next edtech event with a video interview right on the show floor!