

# Digital Marketing That Delivers

For companies serving the K-12 and Higher Education Markets

- Lead & Demand Generation
- Brand Awareness & Advertising
- Thought Leadership
- Custom Content Services



Partnering with eSchool Media will **amplify your brand** and **expand your audience** of key education buyers who actively seek your solutions.

Company XYZ

# PRODUCT LINE

Strategic Campaign • January 22, 2024

## eSchool News Audience Profile

### 54% Senior/Executive Management

**Titles Include:** Superintendent, Assistant Superintendent, Deputy Superintendent, Associate Superintendent, Regional Superintendent, Education Service Agency Director, Education Department Official, Principal, Assistant Principal, Federal/State Program Director, State School Officer, Federal Official, District Administrator, Safety/Security Director, School Board Member, Governor's Office Staff, Legislative Staff Member, School Business Official/Purchasing, Facilities Management, College/University Official and More.

### 23% IT/Technology Management & Library Media

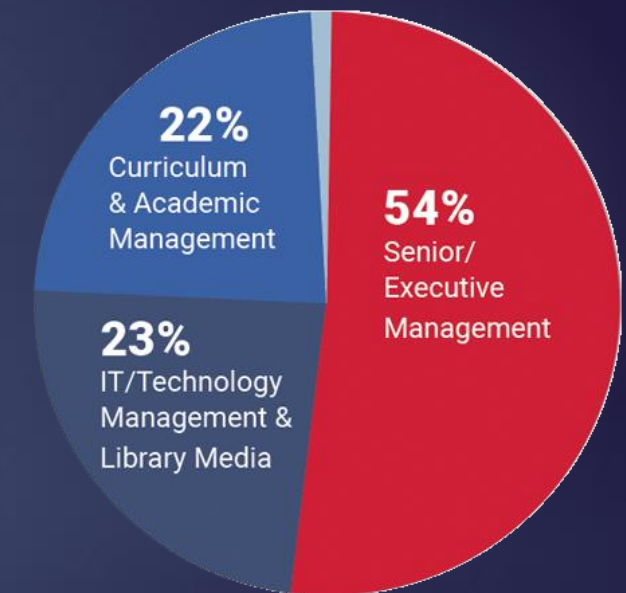
**Titles Include:** CIO/CTO, IT Director, Instructional Technology Director, MIS Director, Network Administrator, Library Services Director, Librarian/Media Specialist, Technology Coordinator, Technology Director and More.

### 22% Curriculum & Academic Management

**Titles Include:** Curriculum Director, Subject Area Supervisors & Instructors for Mathematics, Reading, Science, English/Language Arts, Social Studies, Languages, Trades, Business, Special Education Director, Directors/Coordinators of Gifted, Special Education, Vocational Education, Professional Development, Director of Guidance and More.

### 1% Consultants, Vendors & Others Allied to the Edtech Industry

**450,000+**  
Total Reach\*



\*Google Analytics September 2024

# eCampus News Audience Profile

## 30% Policy/Top Level Executive/Manager

**Titles Include:** Academic Officer, Chancellor/President/CEO/Provost, Chief Development & Planning, Director Branch Campus, Vice President, Policy/Top Level Executives & Managers, Federal & State Official, State School Official

## 28% IT Director/Manager

**Titles Include:** CIO, CTO, Library/Media Director/Manager, MIS & IT Director/Manager

## 21% Dean/Instructional/Faculty

**Titles Include:** Dean, Administrative Dean, Faculty Department Chair, Instructional & Curriculum Director

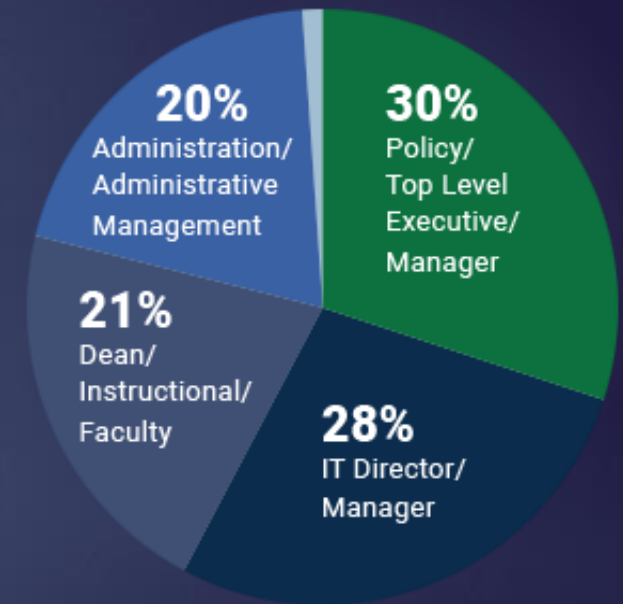
## 20% Administration/Administrative Management

**Titles Include:** Administration & Operations, Admissions & Registrar, Business Administrator, Financial & Funding Director/Manager, Safety & Security Director

## 1% Other Job Titles not listed above

**Titles Include:** Non-Educator, Parent, Vendor, College/University Student, Other

200,000+  
Total Reach\*



\*Google Analytics September 2024



# LEAD AND DEMAND GENERATION

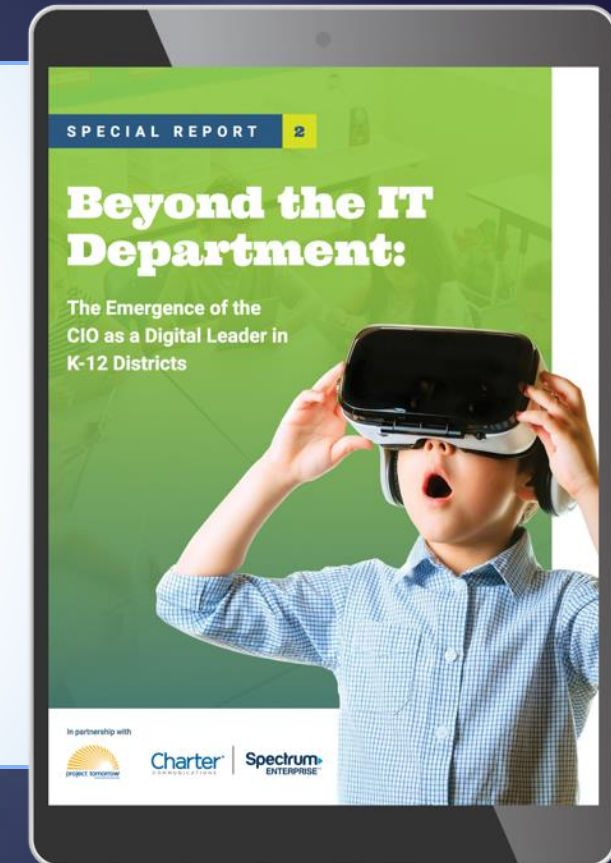
We generate high quality leads to fuel your education sales.

## LEAD AND DEMAND GENERATION

## Content Syndication

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

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 want.



## LEAD AND DEMAND GENERATION

# 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.

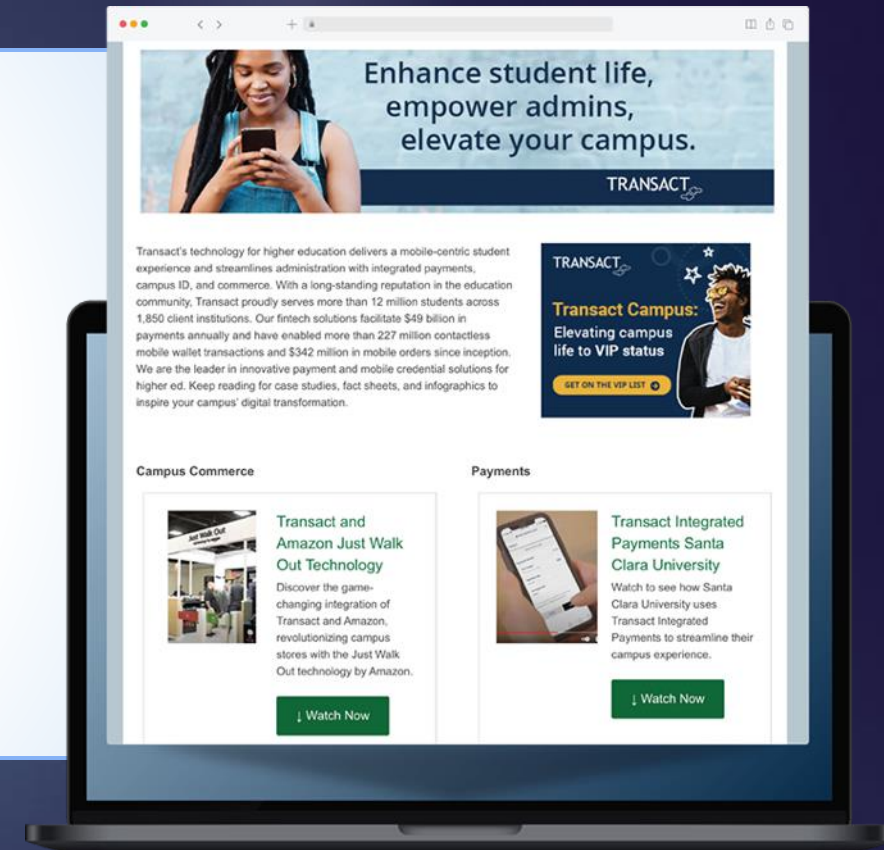


## LEAD &amp; DEMAND GENERATION

# Education Resource Centers

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



## LEAD AND DEMAND GENERATION

# Education Resource Centers

### What You Get:

- A dedicated eSchool Media 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.

# BRAND AWARENESS & ADVERTISING

We put your brand in front of education decision-makers.

## BRAND AWARENESS &amp; ADVERTISING

# High-Impact Website Banner

Interstitial, Billboard, and more.

Engage and connect with your audience by running a high-impact banner ad on eSchoolNews.com or eCampusNews.com. We'll help deliver your marketing message to K-12 and Higher Ed technology decision-makers; drive traffic to your website through expanded real estate opportunities and assist you in elevating your message.



## BRAND AWARENESS & ADVERTISING

# Exclusive Chaperoned eMail Campaigns

We deploy your HTML email to our exclusive eMail list.

This targeted piece is a great way to get your message in front of K-12 or Higher Ed decision-makers and significantly increase traffic to your product or service.





## BRAND AWARENESS & ADVERTISING

# Exclusive Chaperoned eMail Campaigns

What You Get:

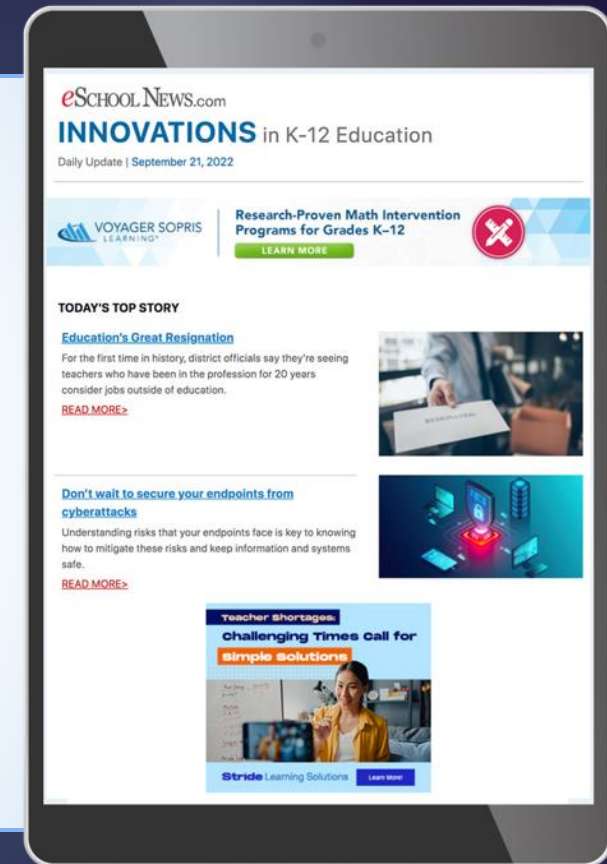
- Your content-rich HTML eMail deployed to our responsive audience.
- Full campaign reporting to detail ROI based on opens, clicks and click-through rates.
- Quantities vary based on titles selected.

## BRAND AWARENESS &amp; ADVERTISING

# Corporate eNewsletter Sponsorships

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

Deliver your message directly to the inboxes of education administrators and decision-makers that have requested to receive daily and weekly news updates. As a sponsor, your marketing message will gain even more impact and authority by appearing alongside the high-value editorial content produced by our award-winning editorial team.



## BRAND AWARENESS & ADVERTISING

# Corporate eNewsletter Sponsorships

What you get:

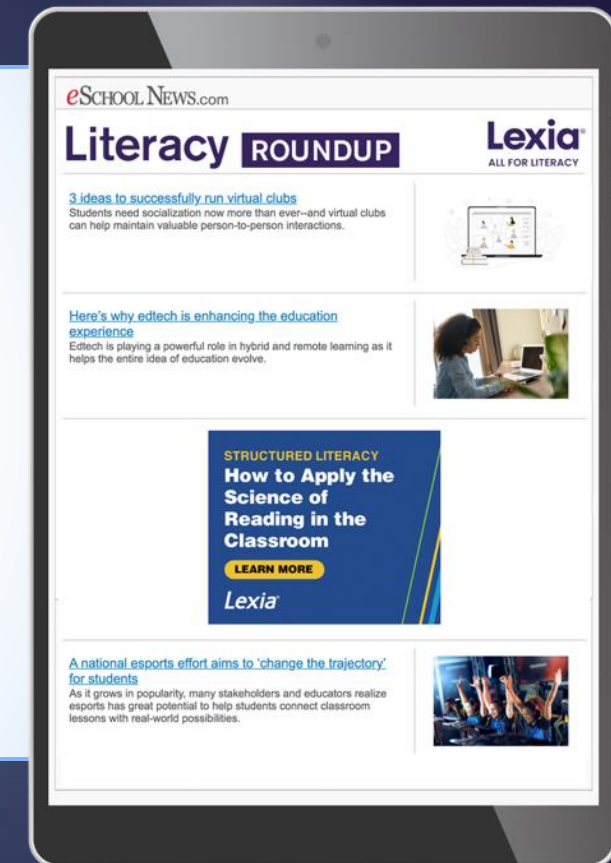
- Reserved banner placement based on positioning and chosen dates adjacent to our valuable editorial content.
- Full campaign reporting to detail ROI based on opens, clicks, and click-throughs.

## BRAND AWARENESS &amp; ADVERTISING

# Custom eNewsletter Sponsorships

eSchool News or eCampus News will create a custom newsletter on a topic associated with your mission.

This client-centered newsletter will contain articles selected by our editors based on the topic selected by your company. In addition to topic-focused content, exclusive banner ads, provided by you, will be featured. The newsletter will be sent to at least 50,000 readers with select relevant titles.



## BRAND AWARENESS & ADVERTISING

# Custom eNewsletter Sponsorships

What you get:

- Co-branded newsletter focusing on the topic of your choice.
- Exclusive banner placement.
- Distribution to 50,000 readers with relevant titles.
- Full campaign reporting to detail ROI based on opens, clicks and click-throughs.

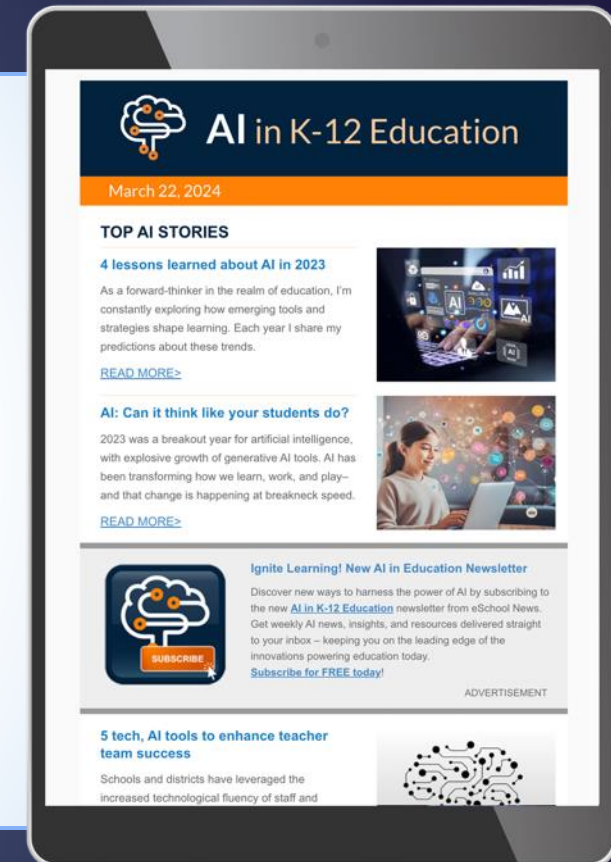


## BRAND AWARENESS &amp; ADVERTISING

# AI in Education eNewsletter Sponsorship

Amplify your brand and showcase your innovations.

Your Sponsorship the new AI in K-12 Education or AI in Higher Education weekly eNewsletters will put your brand front and center with 30,000 edtech decision-makers – making it an ideal opportunity to boost your brand visibility, expand your audience, and promote your company's innovations.



## BRAND AWARENESS & ADVERTISING

# AI in Education eNewsletter Sponsorship

What you get:

- Exclusive ad placement based on chosen date(s)\* adjacent to our valuable editorial content.
- Full campaign reporting to detail ROI based on opens, clicks and click-throughs.

## BRAND AWARENESS &amp; ADVERTISING

# eSchool News Monthly Resource Guide

Get Brand Exposure for One Full Year.

eSchool News launched a new monthly Resource Guide that offers companies broad exposure to our K-12 readership through Featured Company Listings. Each monthly Resource Guide takes a deep dive into a different education topic, allowing you to place your Featured Company Listings in the month(s) most aligned with your products/services. Guides are promoted across channels monthly to over 150,000 K-12 professionals.



## BRAND AWARENESS & ADVERTISING

# eSchool News Monthly Resource Guide

What You Get:

**Featured Company Listings include:**

- Company Name and Logo (linked)
- Company Description – up to 50 words to showcase your services
- Company Contact Information - Name, eMail, and Phone
- Company Website

eSchool News

# Monthly Guide Monthly Topics

<b>JANUARY 2025</b>	<b>FEBRUARY 2025</b>	<b>MARCH 2025</b>
Digital Learning Tools & Resources	SEL & Student Well-Being	Digital Equity
<b>APRIL 2025</b>	<b>MAY 2025</b>	<b>JUNE 2025</b>
Cybersecurity	Personalized & Differentiated Learning	Game-Based Learning
<b>JULY 2025</b>	<b>AUGUST 2025</b>	<b>SEPTEMBER 2025</b>
Online & Hybrid Learning Strategies	Esports	STEM & STEAM
<b>OCTOBER 2025</b>	<b>NOVEMBER 2025</b>	<b>DECEMBER 2025</b>
High Impact Tutoring	School Libraries & Librarians	Literacy



## BRAND AWARENESS & ADVERTISING

# Digital Publication Sponsorship

Engage education decision-makers by sponsoring an entire issue of eSchool News or eCampus News.

eSchool News and eCampus News now offer sponsorship opportunities in our digital publications for 2025. If you need a brand awareness program that gives you fantastic branding within an entire issue for impact and credibility, this is the best opportunity for your company.



## BRAND AWARENESS & ADVERTISING

# Digital Publication Sponsorship

What you get:

- Sponsorship logo representation on every page of the digital issue.
- Front cover logo stating that this publication is sponsored by your company.
- Two inside full-page ads.
- Each issue is emailed to 25,000 education decision-makers.
- Digital distribution and placement on our website(s) for an entire year.

## BRAND AWARENESS &amp; ADVERTISING

# LIVE@ Conference Video Sponsorships

We'll showcase your innovations and expertise before, during and after leading edtech events.

**FETC • TCEA • CoSN • ISTE • EDUCAUSE**

Get LIVE editorial coverage at your next edtech event as a LIVE@Conference Video Sponsor. We'll produce, post, and promote a custom video interview for your company that includes brand visibility, booth location, and a link to your company website to ensure your event marketing investment reaches its full potential.

Your video segment will feature company-driven messaging and receive preferred placement as native advertising on the LIVE@ event page.

**Onsite Booth Tours****Exclusive Announcements****Pre- and Post-Show  
Thought Leadership Interviews**

## BRAND AWARENESS & ADVERTISING

# LIVE@ Conference Video Sponsorships

What you get:

- Video interview featuring company-driven messaging is conducted by our editorial team before, during or after the event – up to 5 minutes.
- Video segment receives preferred placement as native advertising on the LIVE@ event page, including sponsor's name, brand visibility, and (1) embedded link to the company website.
- Video post promoted across all eSchool Media social platforms, including company-provided handles and tags.
- Choice of: Onsite booth tour, exclusive announcement, or thought leadership interviews



# THOUGHT LEADERSHIP

We feature and promote your company's expertise and leadership.



## THOUGHT LEADERSHIP

# Webinars

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

A webinar is a powerful online presentation tool that allows you to communicate your message and establish your company as a thought leader, while communicating directly to education technology decision-makers. With our webinars, the sponsor selects the topic and provides unique and informative content for the presentation, including an interactive Q&A. eSchool Media provides a talented editorial moderator to coordinate the event, assist the speakers and manage the Q&A.



## THOUGHT LEADERSHIP

# Webinars

### What You Get:

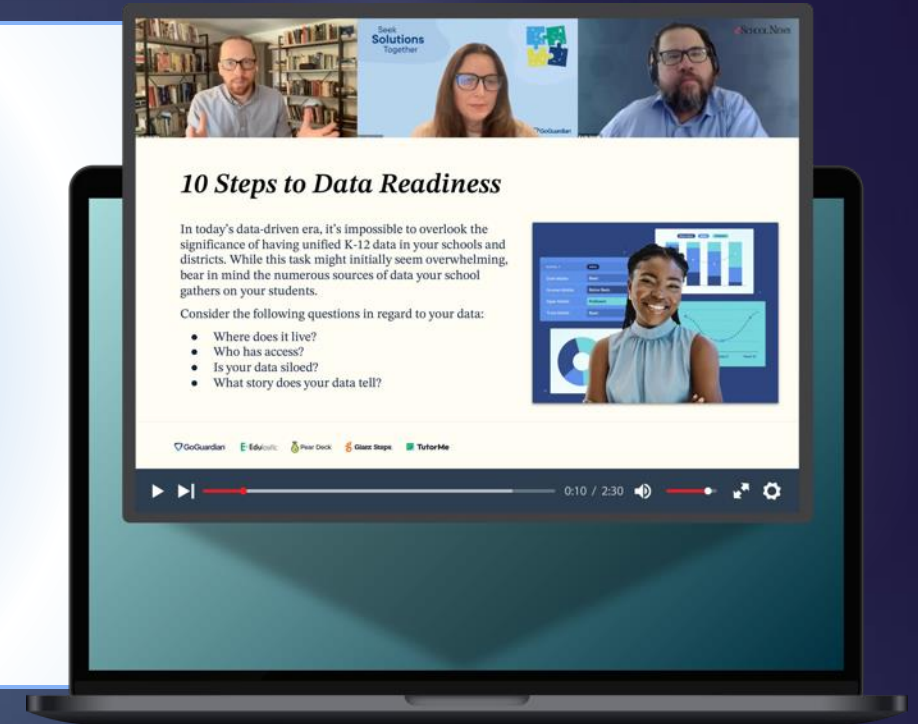
- A dedicated webinar project manager to coordinate the event, speakers, and practice session.
- An experienced editorial moderator.
- An integrated marketing campaign to drive registrations to the event.
- 200 guaranteed registration.
- Website posting within our webinars section pre- and post-event.
- 3-month archive for an on-demand promotional use.
- Full set up and logistical support.
- Full post-event reporting, including questions asked, time attended, polling responses, registration, and attendee list.

## THOUGHT LEADERSHIP

# Custom Webinars

Let us help develop your event.

Don't have a webinar topic and speakers? No problem – eSchool Media can work with you to develop the webinar content and find the right speakers to showcase your company's innovations and solutions. Our custom webinar allows you to communicate your message to edtech decision-makers while leaving the work to us.



## THOUGHT LEADERSHIP

# Custom Webinars

### What You Get:

- An experienced editorial moderator that will work with you to develop the content and secure speakers.
- A dedicated webinar project manager to coordinate the event, speakers, and practice session.
- An integrated marketing campaign to drive registrations to the event.
- 200 guaranteed registration.
- Website posting within our webinars section pre- and post-event.
- 3-month archive for an on-demand promotional use.
- Full set up and logistical support.
- Full post-event reporting, including questions asked, time attended, polling responses, registration, and attendee list.



## THOUGHT LEADERSHIP

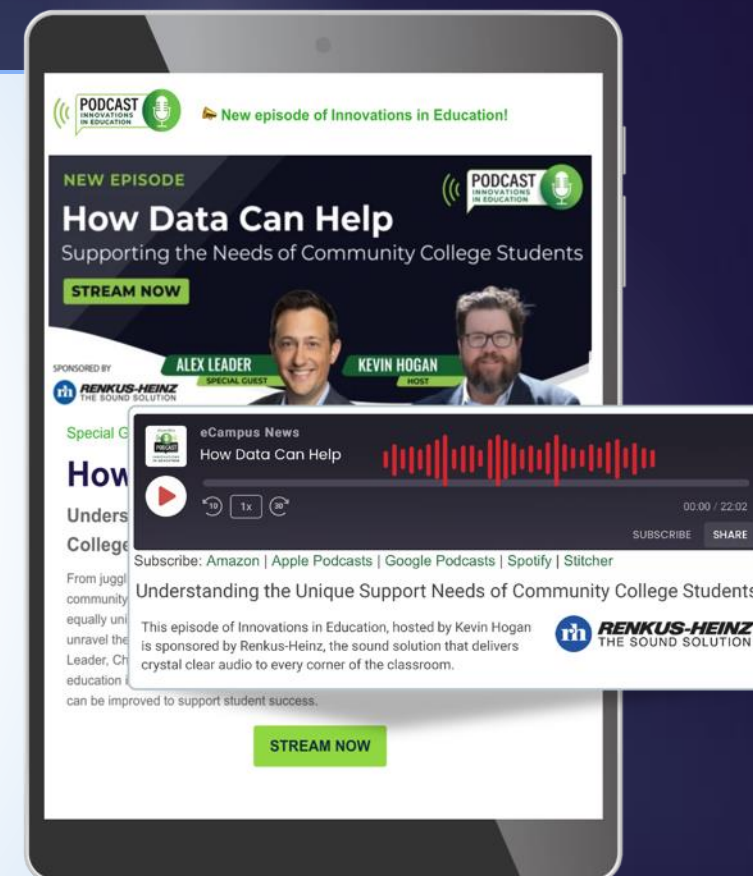
## Sponsored Podcasts

Three podcast options to boost brand awareness.

**Sponsored Podcast** – Add your company's 30-second message to the open and close of our "Innovations in Education" podcasts for added branding and exposure. Podcasts are featured on our website and promoted as the "Top Story" through our daily newsletters and across all social channels.

**Custom Podcast** – For extra brand exposure, our moderator will conduct a 15-minute podcast interview with your company's thought leader – audio only.

**Custom Video Podcast** – For even greater visibility, we'll conduct a 15-minute video interview with your company spokesperson. The video becomes yours to post and share.





## THOUGHT LEADERSHIP

# Sponsored Podcasts

### What You Get:

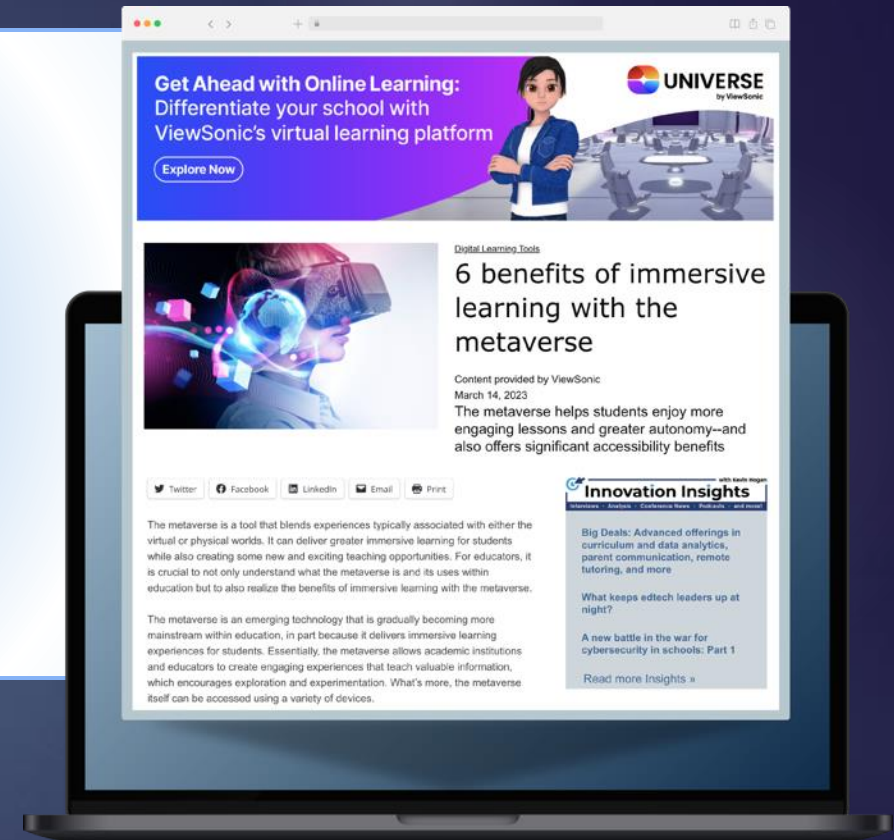
- A dedicated project manager to coordinate your podcast sponsorship.
- Website posting within our podcast section.
- Podcast promotion in (2) newsletters.
- (4) social promotions across all channels.
- Broadcast rights to audio and video files.
- Full set up and logistical support.
- Podcasts posted on iTunes, Google, Stitcher, Amazon, and more.

## THOUGHT LEADERSHIP

## Sponsored Content

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

Your content, labeled as Sponsored Content, seamlessly integrates with editorial content on our websites. You provide the article and we promote the content to our audience of decision-makers.



## THOUGHT LEADERSHIP

# Sponsored Content

What you get:

- Premium promotion of your article in our eMail newsletters.
- Full-text of article on eSchoolNews.com or eCampusNews.com.
- Social sharing tools included on your article.
- Content displayed as editorial, but byline will state "Content Provided by Sponsor" to maintain transparency.

## THOUGHT LEADERSHIP

## Edtech Video Spotlight

Showcase your Innovations and Boost Brand Awareness!

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.



## THOUGHT LEADERSHIP

# 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



# CUSTOM CONTENT CREATION

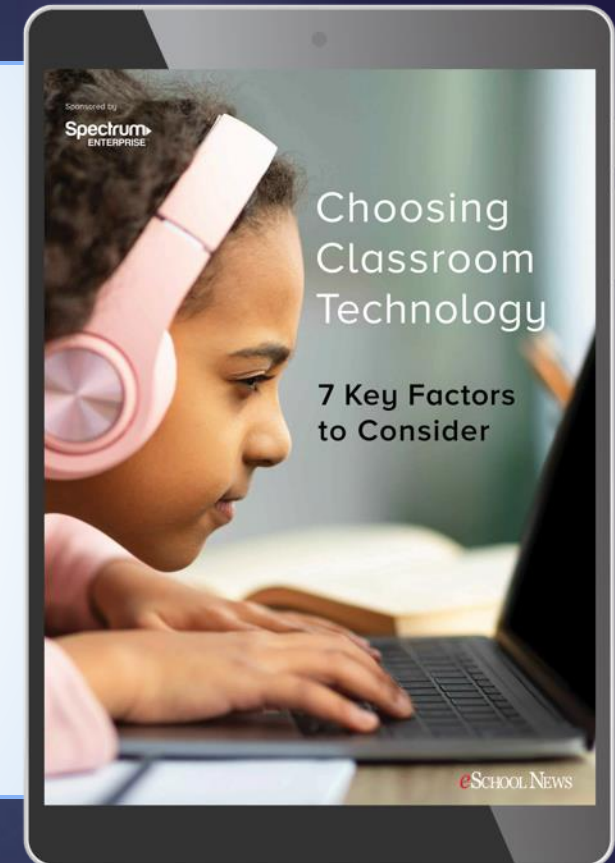
We develop compelling, impactful content to showcase your solutions.

## CONTENT CREATION SERVICES

## White Papers

Generate qualified sales leads with a unique and compelling white paper that showcases your company's innovations 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.



## CONTENT CREATION SERVICES

# White Papers

### 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.

## CONTENT CREATION SERVICES

## Case Studies

Generate qualified sales leads with a customer case study that spotlights your solutions.

Our editorial team will collaborate with you and your edtech customers to develop a brief strategic content marketing piece to help boost awareness and spread your product messaging to technology decision-makers. This success story will highlight your product and showcase the successful impact in education.



## CONTENT CREATION SERVICES

# Case Studies

### What You Get:

- Dedicated eSchool Media project manager.
- Up to 1,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- A final PDF of your case study for your use.
- Placement of your case study 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.



## CONTENT CREATION SERVICES

## Ebook

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

Let the eSchool Media expert editorial team create a unique and strategic content marketing piece. This custom Ebook will be co-branded featuring your company profile and logo. Your custom Ebook will then be hosted on the eSchool News or eCampus News website and promoted via a strategic marketing campaign to generate qualified leads.



## CONTENT CREATION SERVICES

### Ebook

#### What You Get:

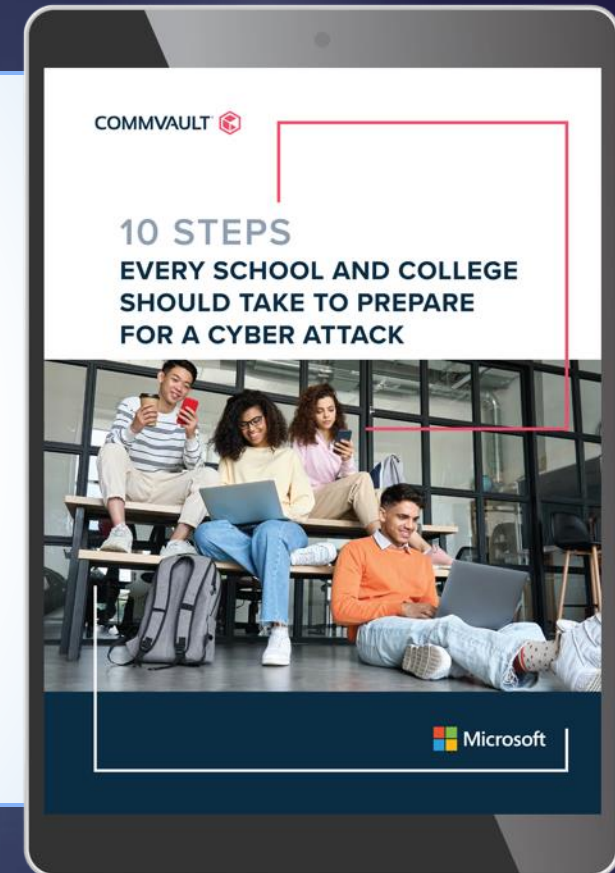
- Dedicated eSchool Media project manager.
- Up to 2,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- A final PDF of your Ebook for your use.
- Placement of your asset on our website(s) for instant download.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.

## CONTENT CREATION SERVICES

## Top 10 Report

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

Connect and engage top edtech decision-makers with solution-oriented marketing. Choose a solution and let the eSchool Media editorial team create your Top 10 Report to provide a series of tips or steps that help your targets solve a problem or guide them in the decision-making process.



## CONTENT CREATION SERVICES

# Top 10 report

### What You Get:

- Dedicated eSchool Media project manager.
- Up to 1,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- Placement of your asset on our website(s) for instant download.
- A final PDF of your Top 10 Report for your use.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.

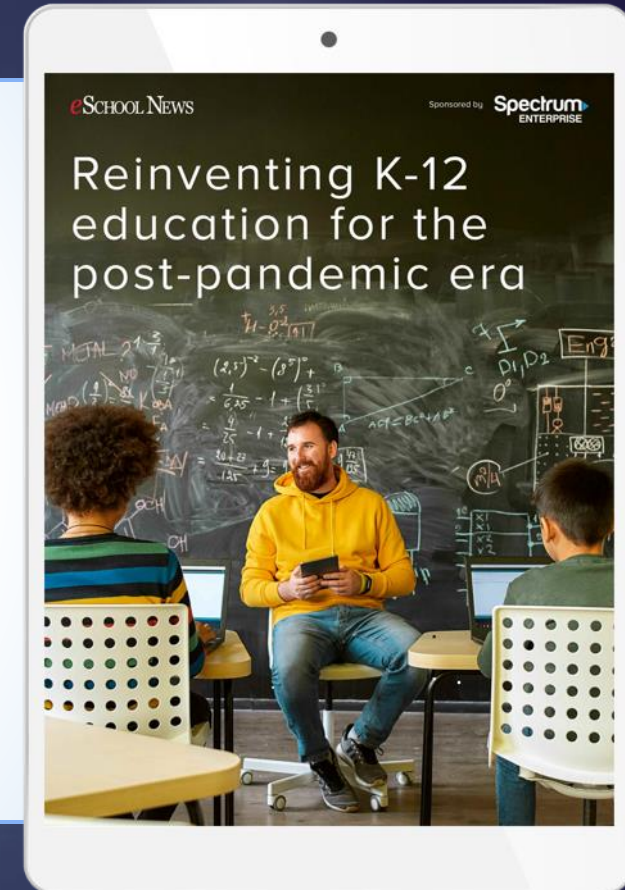


## CONTENT CREATION SERVICES

## Special Report

Pair your marketing message with our original editorial to create a report showcasing your mission.

Our award-winning editorial staff prepares Special Reports to assist our readers in making better purchasing decisions throughout the year. We pair your organization's important marketing message with original editorial, so your sponsored Special Report showcases your mission to a receptive audience of edtech decision-makers.





## CONTENT CREATION SERVICES

# Special Report

### What You Get:

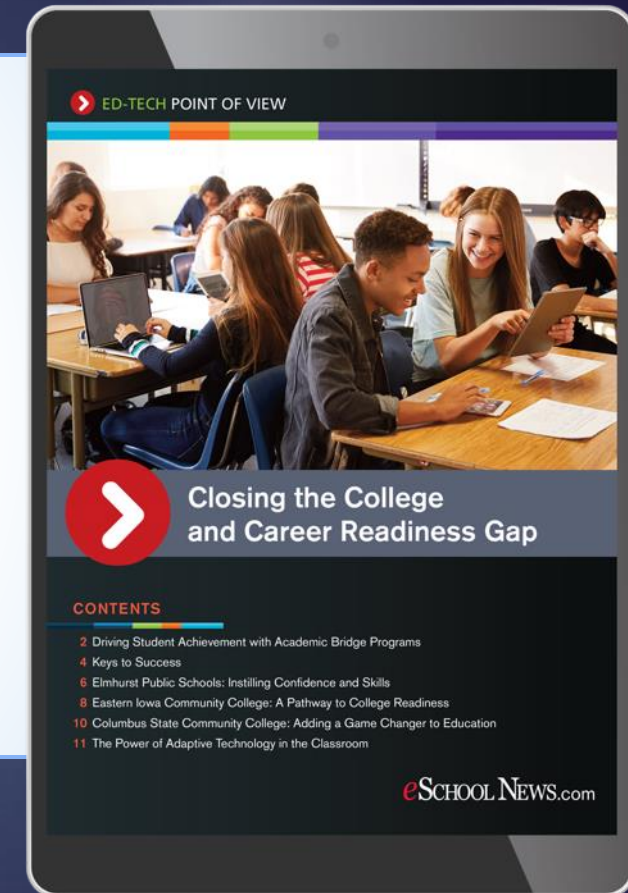
- Dedicated eSchool Media project manager.
- Up to 2,500 words of professional editorial content.
- Complete design and productions services.
- Placement of your asset on our website(s) for instant download.
- A final PDF of your Special Report for your use.
- Educator Resource Center to showcase your Special Report along with additional related information from your company.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead reporting, including all relevant data.

## CONTENT CREATION SERVICES

## Edtech Point of View

Showcase one of your company executives as an industry thought leader.

The Edtech Point of View offers a platform in which to showcase one of your company executives as a thought leader in the edtech market. A custom report will be written in collaboration with the eSchool Media editorial staff to set the tone and communicate the challenges facing schools and campuses today.



## CONTENT CREATION SERVICES

# Edtech Point of View

### What You Get:

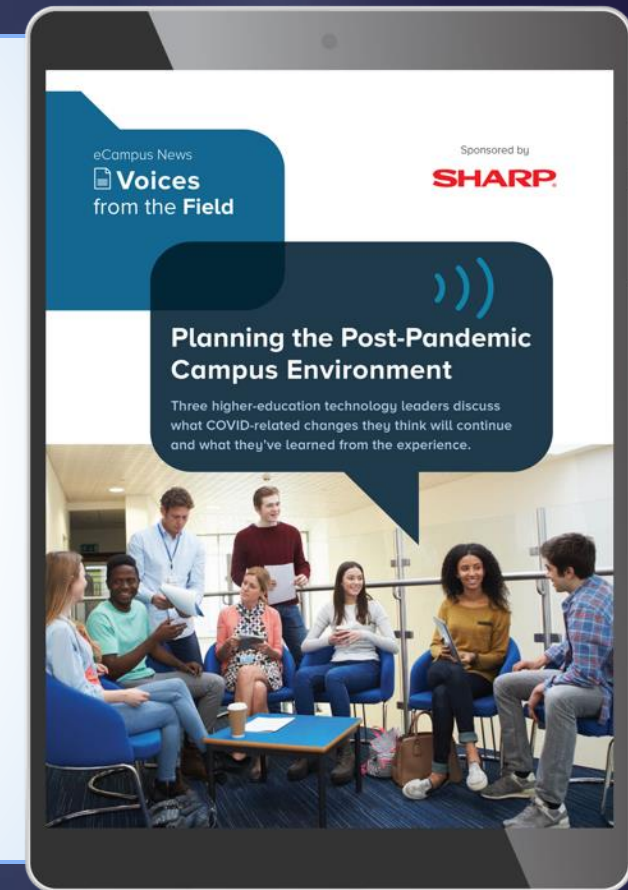
- Dedicated eSchool Media project manager.
- Up to 2,000 words of professional editorial content.
- Complete design and productions services (up to 2 rounds of editing).
- Placement of your POV on our website(s) for instant download.
- A final PDF of your POV for your use.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead-reporting, including all relevant data.

## CONTENT CREATION SERVICES

## Voices from the Field

Highlight your thought leadership and solutions in a custom piece featuring expert insights from education leaders—including your company's expert.

This custom report features authentic responses from two IT leaders and/or administrative leaders in education. The eSchool Media editorial team, in collaboration with your team, identifies five questions for in-depth responses. Once the responses are available, your team will review and offer their professional insights to the same five questions. The final report would be available on eSchool News or eCampus News for download. Your company retains the intellectual property of the report.



## CONTENT CREATION SERVICES

# Voices from the Field

### 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).
- Placement of your VFF on our website(s) for instant download.
- A final PDF of your VFF for your use.
- An integrated marketing campaign to drive decision-makers to view your content.
- Weekly lead-reporting, including all relevant data.



eSchool News

# 2025 eSchool News Editorial Calendar January-June

## JANUARY 2025

### Technology Trends for the New Year

- Predictions for new technologies and learning strategies such as AI, AR/VR, and more
- Interviews with edtech thought leaders
- How did 2024's predictions unfold?

Conference Updates: FETC

eSchool News Guide: Digital Learning Tools & Resources

## FEBRUARY 2025

### Supporting Students with Special Needs

- Assistive technology integration such as text-to-speech software, screen readers, communication devices, and adaptive tools
- Expert insight on creating a collaborative and inclusive classroom culture
- Address the importance of teacher PD: Strategies for ensuring access

Conference Updates: TCEA

eSchool News Guide: SEL & Student Well-Being

## MARCH 2025

### Digital Equity and Inclusion

- The digital divide: Strategies for ensuring access for all students
- Showcase initiatives that promote diversity and inclusivity in edtech
- Bridging the homework gap and the opportunity gap: Success stories

Conference Updates: CoSN, SXSW EDU, AASA

eSchool News Guide: Digital Equity

## APRIL 2025

### Cybersecurity in Education

- Navigating the complexities of cybersecurity threats
- Best practices for safeguarding networks, data, and information
- The latest trends and strategies for IT leaders

Conference Updates: ASU+GSV Summit

eSchool News Guide: Cybersecurity

## MAY 2025

### Remote and Blended Learning

- How remote learning has taken root following the pandemic
- Maintaining impactful remote and blended learning environments
- Best practices from educators and administrators

eSchool News Guide: Personalized & Differentiated Learning

## JUNE 2025

### Gamification and Edutainment

- Explore the integration of game-based learning and education
- Highlight the benefits of gamification in increasing student engagement
- Reviews of educational games and platforms

Conference Updates: ISTE/ASCD, InfoComm

eSchool News Guide: Game-Based Learning

eSchool News

# 2025 eSchool News Editorial Calendar

July-December

## JULY 2025

### Professional Development in the Digital Age

- Explore the role of AI in enhancing teacher professional development
- Review online courses, workshops, and certifications for educators
- Showcase successful PD programs from different regions

eSchool News Guide: **Online & Hybrid Learning Strategies**

## AUGUST 2025

### Edtech Funding & Investment

- Analyze the state of investment in edtech startups
- Identify trends in edtech funding and acquisitions
- Interview venture capitalists and edtech entrepreneurs on their POV

eSchool News Guide: **Esports**

## SEPTEMBER 2025

### STEM Education & Beyond

- Discuss the state of play for STEM, including STEAM, coding, and robotics
- Interview educators on the latest trends in STEM
- Profile schools integrating arts and humanities into STEM for a well-rounded education

eSchool News Guide: **STEM & STEAM**

## OCTOBER 2025

### Personalized Learning & Adaptive Technologies

- Highlight how AI is revolutionizing personalized learning
- Review adaptive learning platforms and their effectiveness
- Share success stories of schools implementing personalized learning models

eSchool News Guide: **High-Impact Tutoring**

## NOVEMBER 2025

### College and Career Readiness

- What tools and strategies are schools using to produce real world-ready students?
- Identifying paths to workforce and college success
- Spotlight on new school and district efforts to empower students

eSchool News Guide: **School Libraries & Librarians**

## DECEMBER 2025

### The Year in Review & Looking Ahead

- Recap of the major edtech developments and trends in 2025
- Predictions for edtech in 2026 and beyond
- Spotlight on educators' favorite edtech trends and digital learning tools

eSchool News Guide: **Literacy**

eCampus News

# 2025 eCampus News Editorial Calendar

<b>JANUARY 2025</b> <b>The Future of Higher Ed Edtech</b> <ul style="list-style-type: none"> <li>Recap of key higher-ed edtech trends from 2024</li> <li>Predictions that will shape higher ed in 2025</li> </ul>	<b>FEBRUARY 2025</b> <b>Cybersecurity</b> <ul style="list-style-type: none"> <li>Highlights of challenges and best practices for colleges and universities</li> <li>Interviews with edtech leaders on their lessons learned</li> </ul>
<b>MARCH 2025</b> <b>Innovative Teaching &amp; Learning</b> <ul style="list-style-type: none"> <li>How to teach in the digital AI age</li> <li>Ensuring students are equipped with career-ready skills</li> </ul>	<b>APRIL 2025</b> <b>Microcredentials</b> <ul style="list-style-type: none"> <li>The rise of microcredentials in higher education</li> <li>How to implement microcredential programs effectively</li> </ul> <p>Conference Updates: ASU+GSV Summit</p>
<b>MAY 2025</b> <b>Esports</b> <ul style="list-style-type: none"> <li>The growing influence of esports on campus</li> <li>Esports scholarships and their impact on student recruitment</li> </ul>	<b>JUNE 2025</b> <b>Future Schools: Innovation &amp; Emerging Tech</b> <ul style="list-style-type: none"> <li>How emerging technologies like AI, AR, and VR are transforming campuses</li> <li>Case studies of innovative tech projects</li> </ul> <p>Conference Updates: InfoComm</p>
<b>JULY 2025</b> <b>Recruitment &amp; Retention</b> <ul style="list-style-type: none"> <li>Leraging AI and other strategies for student recruitment</li> <li>How to enhance student retention through engagement and support</li> </ul>	<b>AUGUST 2025</b> <b>Online &amp; Hybrid Learning</b> <ul style="list-style-type: none"> <li>The growing push for flexible learning modalities</li> <li>Meeting the varied needs of nontraditional students</li> </ul>
<b>SEPTEMBER 2025</b> <b>The Student Experience</b> <ul style="list-style-type: none"> <li>AI's role in creating learning experiences for students</li> <li>Student-centric approaches for both remote and in-person learning</li> </ul>	<b>OCTOBER 2025</b> <b>IT Leadership</b> <ul style="list-style-type: none"> <li>The evolving role of IT in higher education</li> <li>Profiles in leadership: Innovative CIOs and tech directors</li> </ul> <p>Conference Updates: EDUCAUSE</p>
<b>NOVEMBER 2025</b> <b>Student Mental Health &amp; Well-Being</b> <ul style="list-style-type: none"> <li>Addressing the mental health crisis on campus</li> <li>Promoting student well-being: Highlights of support services and initiatives</li> </ul>	<b>DECEMBER 2025</b> <b>Looking Back &amp; Forward: The Year in Higher Education</b> <ul style="list-style-type: none"> <li>Top trends from 2025</li> <li>Higher-ed predictions for 2026</li> </ul>

## K-12 Titles for Content Syndication and Chaperoned Emails

CIOs/CTOs / Tech Directors
Superintendents + Assistant Superintendents
District Level Administrators (Superintendents, District Admin, School Board Presidents)
Curriculum Directors and Coordinators
Principals + Assistant Principals
School Administrators (Dean, Business Director, CEO, Head of School, etc.)
IT Managers, Tech Coordinators
Instructional Tech Coordinators
Library Directors, Librarians, Media Specialists
School Board Presidents / Members
Department Chairs
STEM Professionals
Directors of Special Needs
Teachers

## Higher Ed Titles for Content Syndication and Chaperoned Emails

Faculty Department Chairs
Academic Affairs Administration
Deans
Professors
Executive Level Administrators (Presidents, Vice Presidents, Chancellors & Provosts)
Admissions
Business Administration
Student Affairs Administration
CIOs/CTOs/Tech Titles
Security Chiefs
Library & Media
STEM-Related Titles
Curriculum and Distance Learning
Marketing PR Donations
Finance and HR



# Proposed Campaign Summary

Product	Pricing
Total	

# THANK YOU!

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