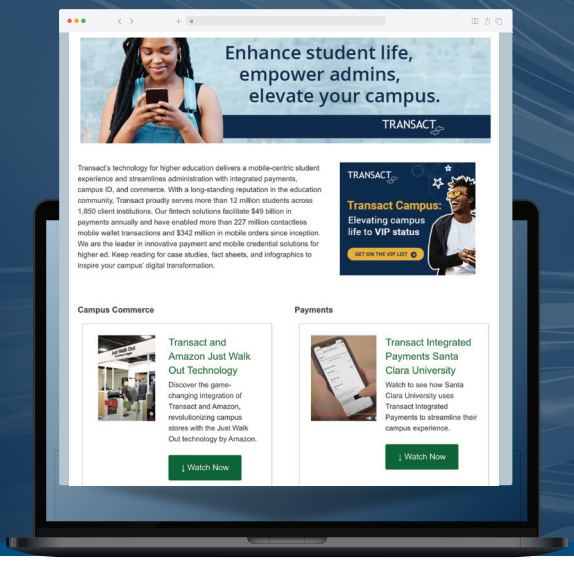
LEAD & DEMAND GENERATION

Education Resource Centers (ERC) – Microsite

Highlight Your Solutions in a Custom Microsite

Includes 200 Guaranteed Leads



Generate qualified sales leads with your own custom microsite featuring your content, products, 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 downloadable 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.

ERC – What You Get

- A dedicated eSchool Media staff 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.

Rates: $15,000 with 200 Guaranteed leads

Nancy David Executive Vice President Online, Data & Analytics
301.943.2971 **NDavid@eSchoolMedia.com**