# eSCHOOL MEDIA

## Digital Marketing That Delivers

For companies serving the K-12 and Higher Education Markets

# 2025
# Media Kit

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

## eSCHOOL NEWS  |  eCAMPUS NEWS

eSchoolMedia.com

# eSchool Media

## Your Gateway to Reaching K-12 and Higher Education Decision-Makers

Celebrating 25+ years of excellence as the leading education technology media company, eSchool Media has been at the forefront of transforming education through technology and innovation. Through our highly trusted platforms, **eSchoolNews** and **eCampusNews**, we deliver original edtech news, objective analysis, and a wealth of resources to decision-making education professionals in K-12 and higher education.

### We Can Help Grow Your Brand and Fuel Your Education Sales

Our expertise in identifying and engaging with the education buyers seeking solutions like yours ensures that you have an unmatched opportunity with eSchool Media to amplify your brand and expand your audience of key education decision-makers. Our loyal and influential readers eagerly await opportunities to connect with innovative companies like yours!

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

# eSchool Media Delivers …

### Edtech Decision-Makers

We reach over 900,000 K-12 and Higher Ed educators monthly, including IT decision-makers, district and school leaders and more.

### Exceptional Digital Marketing Performance

We deliver integrated and targeted marketing programs that deliver measurable ROI to fuel your education sales pipeline.

### Unrivaled Client Service

From the program launch, though content marketing and weekly lead delivery, our dedicated team goes above and beyond to ensure the success of your programs.

# Digital Marketing Solutions That Deliver!

For companies serving the K–12 and Higher Education Markets.

## Lead & Demand Generation

We generate high quality leads to fuel your education sales.

## Brand Awareness & Advertising

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

## Thought Leadership

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

## Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.

## Our Media Brands

### eSCHOOL NEWS

**450,000+** Total Reach

### eCAMPUS NEWS

**200,000+** Total Reach

### eSCHOOL MEDIA

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

# 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

eSCHOOL NEWS

# 450,000+
Total Reach*

- 22% Curriculum & Academic Management
- 54% Senior/Executive Management
- 23% IT/Technology Management & Library Media
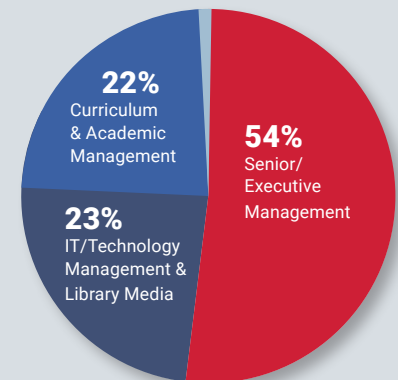
*Google Analytics September 2024

# 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/Mgr, 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
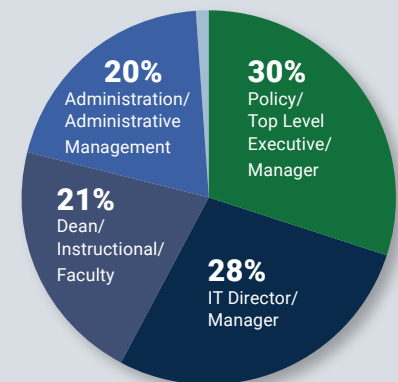
### 1% Other Job Titles not listed above

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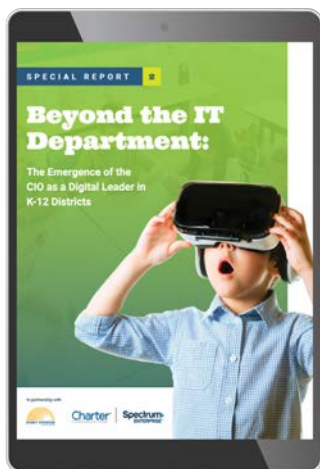
e CAMPUS NEWS

**200,000+**
Total Reach*



- 20% Administration/Administrative Management
- 30% Policy/Top Level Executive/Manager
- 21% Dean/Instructional/Faculty
- 28% IT Director/Manager

*Google Analytics September 2024

# Lead & Demand Generation

We generate high quality leads to fuel your education sales.

# 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 wants.

# Education Resource Centers (ERC) – Microsite

### 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.

## 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.

## 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.

**Call or Email for Rates!**

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

# Brand Awareness & Advertising

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

# Website Banners

**Interstitial, Billboard, and more.**

Engage and connect with your audience by running a high-impact banner ad on eSchool News.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.

| Banner Name | Size |
|---|---|
| Interstitial | 640 x 480 |
| Billboard | 970 x 250 |
| Half Page | 300 x 600 |
| Medium Rectangle | 300 x 250 |
| Leaderboard | 728 x 90 |
| Large Leaderboard | 970 x 90 |
| Scrolling Marque | 320 x 50 |

# Exclusive Chaperoned eMail Campaigns

**Write your own message and we will deploy your HTML eMail to our exclusive eMail list.**

A content-rich piece syndicated to the eSchool News or eCampus News audience. 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 services.

## 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.

**Call or Email for Rates!**

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# Brand Awareness & Advertising

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

# 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.
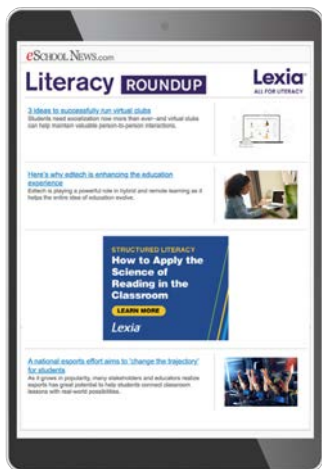
# Custom eNewsletter Sponsorships

**eSchool News or eCampus 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 banners ads, provided by you, will be featured. The newsletter will be sent to at least 50,000 readers with selected relevant titles.

### 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.

**eSchool News  Newsletters**

| | |
|---|---|
| Innovations in K-12 Education | 5x (Mon-Fri) |
| IT School Leadership | 1x / Week |

**eCampus News  Newsletters**

| | |
|---|---|
| Innovations in Higher Ed | 5x (Mon-Fri) |
| IT Campus Leadership | 1x / Week |

### 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.

**Call or Email for Rates!**

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## Brand Awareness & Advertising
We put your brand in front of education decision-makers.

# AI in Education eNewsletter Sponsorships

**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.

**AI IN EDUCATION  eNEWSLETTER SPONSORSHIPS** – 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.

### AI in Education eNewsletters

| | |
|---|---|
| AI in K-12 Education | 1x / Week* |
| AI in Higher Education | 1x / Week* |

* Frequency discounts available

### Ad Creative Specs

| | |
|---|---|
| **Image:** 150x150 | **Headline:** 50 characters |
| **Copy:** 350 characters | **Link:** 1 URL |

**Subscribe to the New AI in Education Newsletter**

Discover new ways to harness the power of AI by subscribing to the new AI in K-12 Education newsletter from eSchool News. Get weekly AI news, insights, and resources delivered straight to your inbox – keeping you on the leading edge of the innovations powering education today.
Subscribe for FREE today!

SAMPLE AD

ADVERTISEMENT

**Call or Email for Rates!**

# Brand Awareness & Advertising

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

# 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.

## FEATURED COMPANY LISTING – 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

**Featured Company Listings**
$250 per year per Guide

**Self-schedule your Featured Company Listings here.**
eschoolmedia.com/get-your-featured-company-listing/

## Resource Guide Monthly Topics

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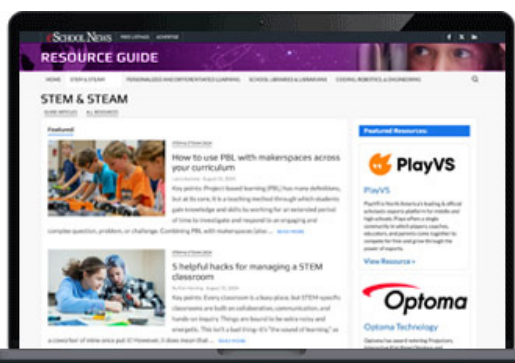
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# Brand Awareness & Advertising

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

# 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.

## 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

## 2025 ISSUE DATES

| | |
|---|---|
| January-March | April-June |
| July-September | October-December |

## DEADLINES

30 Days prior to digital publication date

| | |
|---|---|
| Jan-Mar Deadline: 2/14 | Apr-Jun Deadline: 5/16, |
| Jul-Sep Deadline: 8/15 | Oct-Dec Deadline: 11/14 |

**Call or Email for Rates!**

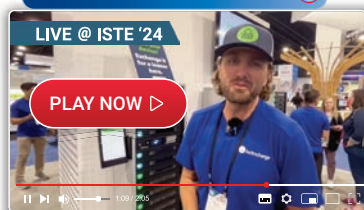**Nancy David**  Executive Vice President Online, Data & Analytics
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## Brand Awareness & Advertising

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

**Onsite Booth Tours** ▶

LIVE @ ISTE '24

**PLAY NOW** ▶

**Exclusive Announcements** ▶

LIVE @ ISTE '24

**PLAY NOW** ▶

**Pre- and Post-Show Thought Leadership Interviews** ▶

# LIVE@ Conference Video Sponsorships

**We 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 an 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.

**ISTE '25**

**LIVE @**

### CONFERENCE VIDEO SPONSORSHIP – 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
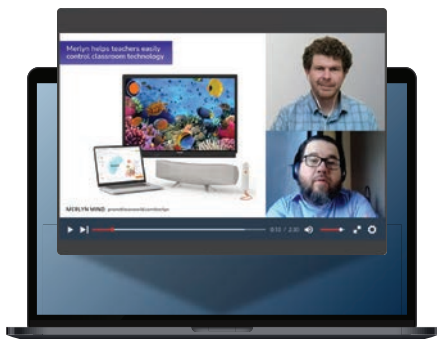
**Call or Email for Rates!**

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# Thought Leadership

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

## Webinars

**Share your unique story with decision-makers in an interactive web 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 at the end of the webinar. eSchool Media provides a talented editorial moderator to coordinate the event, assist the speakers and manage the Q&A.
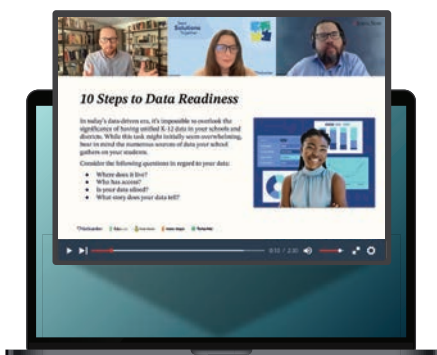
## Custom Webinars

**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.

### 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 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.

### CUSTOM WEBINARS – What You Get

- In addition to everything noted above, you'll receive an experienced editorial moderator that will work with you to develop the content and secure speakers.

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# Thought Leadership

We feature and promote your company's expertise and 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.

## 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.



# 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.

## 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

**Call or Email for Rates!**

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# Thought Leadership

We feature and promote your company's expertise and 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.

## 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
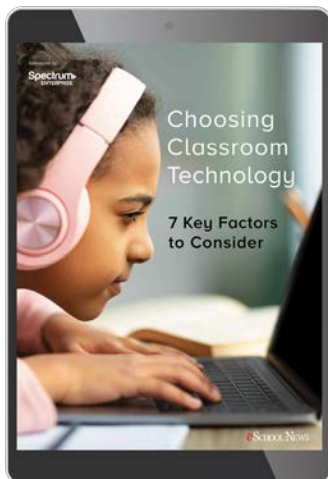- Full set up and logistical support

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# Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.

# 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.

# 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.

### WHITE PAPER – 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.

### CASE STUDY – 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.

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# Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.

## Ebook

Generate qualified sales 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.
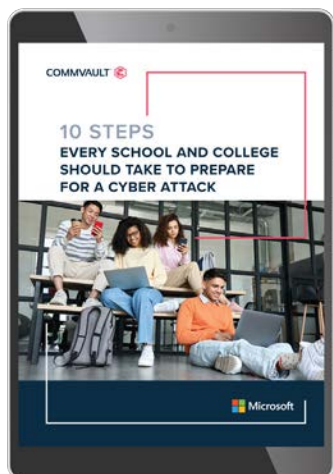
## Top 10 Report

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.

### 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.

### 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.

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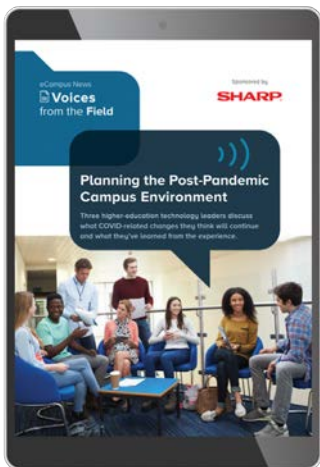301.943.2971     NDavid@eSchoolMedia.com

# Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.
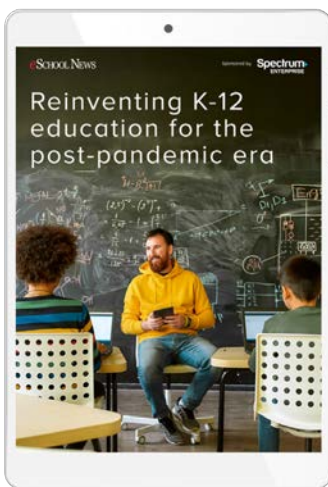
# Special Report

**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.
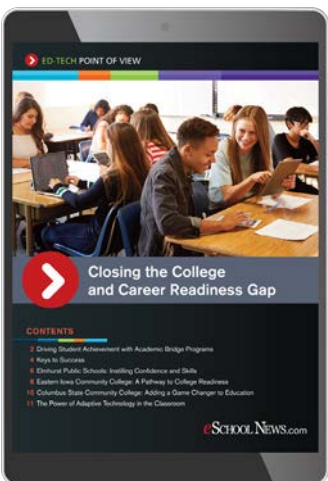
# Ed Tech Point of View

**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.

**Call or Email for Rates!**

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## Custom Content Creation Services

We develop compelling, impactful content to showcase your solutions.

# 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.

### 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.

**Call or Email for Rates!**

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# 2025 eSchool News Editorial Calendar

## 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**

# **2025** eSchool News Editorial Calendar

## 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**

# 2025 eCampus News Editorial Calendar

## JANUARY 2025
### The Future of Higher Ed Edtech
- Recap of key higher-ed edtech trends from 2024
- Predictions that will shape higher ed in 2025

## FEBRUARY 2025
### Cybersecurity
- Highlights of challenges and best practices for colleges and universities
- Interviews with edtech leaders on their lessons learned

## MARCH 2025
### Innovative Teaching & Learning
- How to teach in the digital AI age
- Ensuring students are equipped with career-ready skills

## APRIL 2025
### Microcredentials
- The rise of microcredentials in higher education
- How to implement microcredential programs effectively

**Conference Updates: ASU+GSV Summit**

## MAY 2025
### Esports
- The growing influence of esports on campus
- Esports scholarships and their impact on student recruitment

## JUNE 2025
### Future Schools: Innovation & Emerging Tech
- How emerging technologies like AI, AR, and VR are transforming campuses
- Case studies of innovative tech projects

**Conference Updates: InfoComm**

## JULY 2025
### Recruitment & Retention
- Leraging AI and other strategies for student recruitment
- How to enhance student retention through engagement and support

## AUGUST 2025
### Online & Hybrid Learning
- The growing push for flexible learning modalities
- Meeting the varied needs of nontraditional students

## SEPTEMBER 2025
### The Student Experience
- AI's role in creating learning experiences for students
- Student-centric approaches for both remote and in-person learning

## OCTOBER 2025
### IT Leadership
- The evolving role of IT in higher education
- Profiles in leadership: Innovative CIOs and tech directors

**Conference Updates: EDUCAUSE**

## NOVEMBER 2025
### Student Mental Health & Well-Being
- Addressing the mental health crisis on campus
- Promoting student well-being: Highlights of support services and initiatives

## DECEMBER 2025
### Looking Back & Forward: The Year in Higher Education
- Top trends from 2025
- Higher-ed predictions for 2026

# Our Clients *(partial list)*

acer | Adobe | Alcatel·Lucent Enterprise | APERTURE EDUCATION | BEST BUY | dreambox LEARNING

carahsoft | CDW Education | Cengage | CISCO | COMMVAULT | Discovery EDUCATION

eDynamicLearning | en@ by zayo | EPSON | GoGuardian | Hewlett Packard Enterprise | HMH

Honeywell | Honorlock | INSTRUCTURE THE MAKERS OF CANVAS | Jabra GN | jamf | LAPTOPSANYTIME

Learning Ally | Lenovo | Lexia | LG Business Solutions | logitech | Lightspeed Systems

McGraw Hill | Microsoft | MindSpark | OverDrive Education | Optoma | Panasonic

Promethean | Remind | RUCKUS COMMSCOPE | salesforce.org | SAMSUNG | SAP Concur

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