

# Online Banners

## Choose the impression level and banner that matches your online campaign

Build brand awareness and drive key K-20 buyers to your web site. eSchool News Online offers six types of banners. Your message is viewed only by qualified ed-tech decision makers who have a genuine—and immediate—interest in school technology.



**LEADERBOARD** Average estimated impressions per month: 350,000  
728 x 90 pixels 40k (max file size) 3 loops max  
**\$75/CPM-I net**

### TOP BANNERS ▶

Average estimated impressions per month: 340,000  
468 x 60 pixels  
40k (max file size)  
3 loops max  
**\$60/CPM-I net**

### CENTER BANNER

Average estimated impressions per month: 45,000  
468 x 60 pixels  
40k (max file size)  
3 loops max  
**\$60/CPM-I net ▼**

### FRONT PAGE ONLY

### EMBEDDED BANNERS

(within editorial)  
Average estimated impressions per month: 200,000  
300 x 250 pixels  
40k (max file size)  
3 loops max  
**\$65/CPM-I net**

### SKYSCRAPER

Average estimated impressions per month: 350,000  
160 x 600 pixels  
40k (max file size)  
3 loops max  
**\$75/CPM-I net**

### ANCHOR BOARD

Average estimated impressions per month: 350,000  
728 x 90 pixels 40k (max file size) ▶  
3 loops max  
**\$65/CPM-I net**

Banners not to scale

\* Average estimated impressions per month indicates the likely number of impressions based on historical performance. Actual numbers may vary, but billing occurs only when the number of impressions ordered are actually delivered. An impression, as defined by the Interactive Advertising Bureau, is a measurement of responses from a web server to a page request from the user browser. Robotic activity and error codes are filtered out before the impression count is reported. Subject to rate card exceptions. Billing occurs when the number of impressions ordered has been delivered by a third-party trafficking service.



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