

Conference Information Center Sponsorship

eSCHOOL NEWS
2010 ONLINE Advertising

Multiply your marketing impact at the leading ed-tech conferences

The eSchool News Conference Information Center is a microsite within eSchool News Online— the world's No. 1 ranked ed-tech publication web site, according to Amazon.com's web-ranking service, Alexa research.

Sponsor real-time, in-depth coverage of K-20's most important conferences; ensure an effective presence at every major show.

Benefits

- 300 x 250-pixel rotating "Conference Information Center" Box Ad, hotlinked to your web site
- One Product Showcase highlighting your featured product (200 words & photo)
- **eSN This Week** eMail sponsorship slot in one pre-conference issue (circulation, more than 80,000+ opt-in subscribers)
- **eSN Today** eMail sponsorship slot in five daily issues around conference week (circulation, more than 49,000+ opt-in subscribers)
- Recognition as a conference-coverage sponsor in all reports on the conference in the print editions of eSchool News (more than 389,000 readers)
- VIP editorial consideration for your conference events and announcements

Conferences Available for Sponsorships include:

- **NSBA's Technology + Learning (T+L)** conference
- **Florida Education Technology Conference (FETC)**
- **Texas Computer Education Association (TCEA)** conference
- **American Association of School Administrators (AASA)** conference
- **Consortium for School Networking (CoSN)** conference
- **International Society of Technology in Education (ISTE *formerly NECC)**
- **Association of Supervision and Curriculum Development (ASCD)** conference
- **InfoComm International (InfoComm)** conference

COST:

Your net cost per conference-	\$5000 for 1 show
	\$4,000 for 2-3 shows
	\$3,000 per show for 4 or more



IMPORTANT NOTE:

eSchool News Online complies with the Interactive Advertising Bureau (IAB) on all terms and definitions for traffic and advertising impressions.



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