

# Marketplace

## "Smart Start" Program

### Reach the K-20 buying elite in print- for as little as \$450 per month!

Put your brand, tagline, and more in front of some 750,000 ed-tech decision makers in the K-20 Technology Solutions Center MARKETPLACE, part of the eSchool News Network.

Schedule display classified advertising in the nation's No. 1 ed-tech print newspaper, **eSchool News**, as well as the world's No. 1 ed-tech publication web site, **eSchool News Online**. Keep your brand front and center while you develop your customer base and gear-up for a more intensified marketing program in **eSchool News**. Your "Smart Start" ad will appear first in print in **eSchool News**, then on the companion website, **eSchool News Online** (<http://www.eschoolnews.com>).

#### COST:

Frequency	Amt per month
12x	\$450 Net/month
9x	\$475 Net/month
6x	\$500 Net/month
3x	\$550 Net/month
1x	\$600 Net/month

## Online Marketplace

### Reach K-20 tech buyers online for as little as \$300/month!

Drive traffic to your website while promoting your business with 15 simple words and a clickable URL in our weekly eSN Tools for Schools e-newsletter. Your weekly text line listing provides you extended exposure to key decision makers in the K-20 technology marketplace who are reviewing best practices, case studies and new product information.

Promote your white papers inside Tools for Schools e-newsletter. Reach 71,000+ opt-in ed-tech buyers who are also reviewing the week's latest best practices, case studies, and new product information. Your listing includes one listing for four consecutive weeks with a 40 word description and a direct link to your white paper.

#### COST:

##### Text Line Listings:

One Month of Text Listings	\$400 Net/month
Multiple Monthly Text Listings	\$300 Net/month

##### White Paper Listings:

One Monthly Listing	\$500 Net/each
Multiple Monthly Listings	\$450 Net/each

**Marketplace**

**LanSchool**  
Students love it. Teachers love it. Tech Coordinators know it will work.

**NetOp® School** Comprehensive Classroom Software 7.0  
• Share assignments, audio/visual files and screens  
• Monitor student screens and progress  
• Take control of a desktop, keyboard and mouse  
• Evaluate with 10 different types of test questions  
• Prepare lesson plans at home without installing software

FREE trial software 866-907-2971  
[www.NetOpTech.com](http://www.NetOpTech.com)

#### Print Ad Specifications:

Ad Size: 3" width x 2.5" height

Color: 4C

Format: Press Ready PDF

**Tools for Schools**

News and information for Today's K-12 Educator

Grant Alert...  
My Class Project(er)  
New projection system for video-surveys classes

Current Site of the Week...  
Online social networks facilitate those interested in school education projects

Free Paper: 3C Managing Computers at Your School District

Marketplace

Making Technology in Education a Reality

### Please contact Lee Calloway at

[lcalloway@eschoolnews.com](mailto:lcalloway@eschoolnews.com)  
or 1-800-394-0115 x131  
for more information.



**EAST-** Barbara Schrader  
[bschrader@eschoolnews.com](mailto:bschrader@eschoolnews.com)  
1-800-394-0115 x 163

**MIDWEST-** Patty Voltz  
[pvoltz@eschoolnews.com](mailto:pvoltz@eschoolnews.com)  
1-813-991-4099

**WEST-** Paul Turchetta  
[prturchett@aol.com](mailto:prturchett@aol.com)  
1-310-540-3344

**PUBLISHER-** Gregg W. Downey  
[gdowney@eschoolnews.com](mailto:gdowney@eschoolnews.com)  
1-800-394-0115 x 107