

## Special Reports

Combine the power of display advertising with the lead generation of direct-response marketing.

- Print & Online
- Lead Generation (including eMails)
- Collateral Marketing Pieces (5,000 overprints)

By bundling award-winning editorial coverage with your important sales message, your eSchool News Special Report Sponsorship showcases your mission to a receptive, unduplicated audience of more than 750,000 K-20 technology decision makers.

### What's an eSchool News "Special Report"?

eSchool News regularly publishes critically acclaimed 8-page Special Reports developed to assist our readers in making better purchasing decisions. These special run-of-press reports are prepared by our award-winning editorial staff and included in eSchool News. Special Reports typically include product trends and overviews, case studies, and expert advice.

### The eSN Special Reports reach 750,000+ K-20 technology decision makers!

Your sponsored Special Report will reach more than 750,000 unduplicated K-20 technology decision makers. They include all of the school technology leaders who read eSchool News in print and visit eSchool News Online every month.

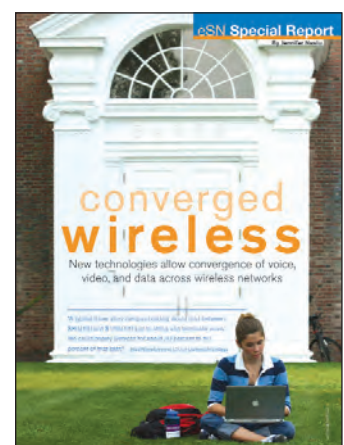
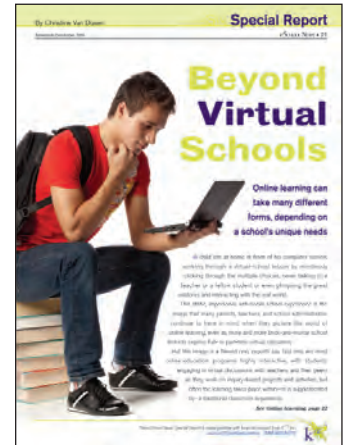
### Your Special Report Sponsorship generates direct sales leads for your product!

In addition to inclusion in eSchool News, your sponsored Special Report is prominently featured on our award-winning website eSchool News Online. Key portions of your Special Report are also transmitted electronically via broadcast eMail to qualified K-20 purchasing decision makers nationwide. After they provide us demographic information, we forward the balance of the Special Report to qualified requestors. We then forward to you, the contact information we've gathered from these highly qualified prospects.

### Your Special Report Sponsorship Package Includes. . .

- 3 Full-Page, 4-Color Tabloid Ads Within the Special Report
- Highly qualified Sales Leads
- Company sponsorship Callouts and Logo - on all editorial pages of the Special Report
- Bonus Distribution at Key Education Conferences
- 5,000 Special Report Reprints - for your exclusive distribution
- Special Report Link - featured prominently on the home page of our award-winning web sites [eschoolnews.com](http://eschoolnews.com)/[ecampusnews.com](http://ecampusnews.com)
- Additional eMail marketing to over 250,000 eMail subscribers

**COST: \$39,000**



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