

# Webinars

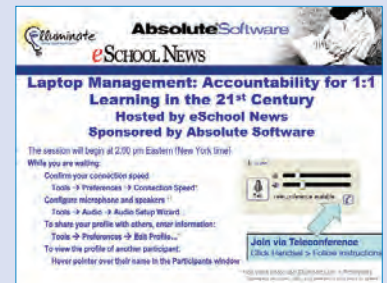
Let the Ed-Tech News Leader help you. . .

- **Build your brand**
- **Educate K-20 buyers**
- **Generate red-hot sales leads**
- **Raise your market profile**

A webinar is a strong, interactive program that can bring you brand recognition, prestige in the marketplace, and highly qualified leads while simultaneously providing a tremendous service to educational technology leaders. As a main page feature of eSchool News Online, our webinars are custom built and designed around a topic chosen by you and our editorial staff with you as the exclusive sponsor.

Check out these great features and benefits of sponsoring webinars through the eSchool News Network:

- A Banner runs for at least one month on our website announcing your program.
- A Banner will also run in our eSchool News Today, This Week, and Tools for Schools eMail newsletters for a full month.
- We will also draw attention to specific webinars in the "Online Update" column of our monthly print newspaper.
- We send eMails acknowledging and thanking each registrant.
- Reminder eMails go to each registrant one week and one day prior to the event.
- Leads will be gathered and sent to you in an excel spreadsheet on all the registrants, with full contact information including eMail addresses.
- The webinar will then be made available to you for your continued use after the program runs.
- An archived version will be available on our website for an additional 12 months.
- We'll send a follow-up eMail to each registrant with thanks for attending and a link to share or to review.
- After the event, we will promote the archived version to our entire audience of over 750,000 ed-tech decision makers.



### COST:

Check with your sales rep to get the most cost-effective pricing in the marketplace – with strong discounts for volume orders.

### IMPORTANT NOTE:

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



**EAST-** Barbara Schrader  
bschrader@eschoolnews.com  
1-800-394-0115 x 163

**MIDWEST-** Patty Voltz  
pvoltz@eschoolnews.com  
1-813-991-4099

**WEST-** Paul Turchetta  
prturchett@aol.com  
1-310-540-3344

**PUBLISHER-** Gregg W. Downey  
gdowney@eschoolnews.com  
1-800-394-0115 x 107