

# Opt-in eMail Sponsorships

Deliver your electronic marketing message to opt-in subscribers via the eSchool News broadcast eMail program.

Your message will reach only those who have explicitly asked to receive this type of information. When you're a sponsor in one of our eMail newsletters, your marketing message will gain even more impact and authority by appearing along with the high-value editorial content produced by our award-winning editors. Or you may choose to send an exclusive message.

Unlike some others, eSchool News Opt-in eMail newsletters are not merely a "clipping service." Ed-tech buyers turn to these electronic publications for news and information, gathered and reported first-hand by the editors of eSchool News.

**Here are four ways to get your message to the minds that matter:**

**1. Exclusive eMail Broadcast** – An exclusive, HTML eMail broadcast service that provides K-20 decision makers with important communications from advertisers and others who partner with eSchool News.

**Circulation: 42,000 and growing** (Ask your account exec for the latest figure).

**CPM \$125 net**

**Specs:** Send us your HTML message with a clickable URL and a subject line of 35 characters.

**2. eSchool News This Week** – A broadcast eNewsletter issued every Monday. It delivers a full week's worth of original must-read ed-tech news and information.

**Circulation: 84,000 and growing** (Ask your account exec for the latest figure).

**CPM \$50 net**

**3. Tools for Schools** – A broadcast eNewsletter issued every Wednesday. It delivers case studies, best practices, new product information, opinion polls, and how-to articles.

**Circulation: 71,000 and growing** (Ask your account exec for the latest figure).

**CPM \$50 net**

**4. eSchool News Today** – A broadcast eNewsletter that delivers the day's hottest original ed-tech news straight to the eMail in-boxes of the men and women responsible for technology purchases in the schools and colleges of North America.

**Circulation: 51,000 and growing** (Ask your account exec for the latest figure).

**CPM \$50 net** (5 consecutive insertions)

**5. eClassroom News** – A broadcast eNewsletter that delivers the month's top ed-tech news specifically targeted to teachers.

**Circulation: 35,000 and growing** (Ask your account exec for the latest figure).

**CPM \$50 net**

**ADOBE ACROBAT 9 PRO**  
Multiple assignments, multiple media, multiple headaches  
Added free eSignature...  
Register Today!

**This Week**  
This Week's Top News, Goals, and Information Resources for Today's K-12 Educator  
Nov. 10, 2009  
Top News...  
Easing IT Management Pain  
Learn how you can be an instructor for change!

**Tools for Schools**  
News and Information for Today's K-12 Educator  
Nov. 12, 2009  
Direct Alert:  
My Class Project (or) New projection system for video-savvy classes  
Free Paper 3C: Managing Computers at Your School District  
Learn how your district can efficiently track student progress from a single-based spreadsheet. Find out how one K-12 district audits \$2,000 computers every week. The AC 19

**TODAY**  
A Daily Recap of the Top Education Technology News  
Nov. 11, 2009  
Schools caveat in internet safety dilemma  
SAFARI MONTAGE  
Video On Demand and Digital Media Management That Works!

**eCLASSROOM NEWS**  
Technology News for Today's Teacher  
Conference explores benefits of mobile learning  
Learn more about Project-Based Learning with this iSIS Social Report

**Specifications:**  
All GIF or JPEG, up to 3 loops  
(1) Leaderboard – 728x90 pixels, up to 40K file size  
(2) Core Banner – 468x60 pixels, up to 40K file size  
(3) Box Ads – 300x250 pixels, up to 40K file size  
(4) Text Ads - Up to 50 words of text and 120x120 pixel logo set in a box ad

**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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