

# Special Report Series

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

By bundling award-winning editorial coverage with your important sales message, your eSchool News Special Report Sponsorship showcases your products to a receptive, unduplicated audience of more than 600,000 K-20 technology decision makers.

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

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

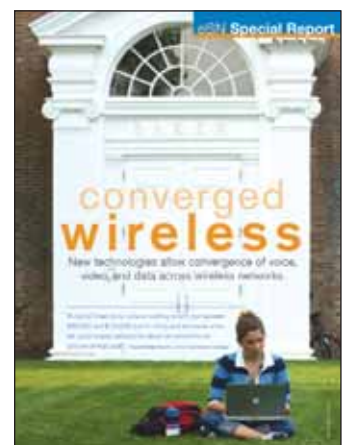
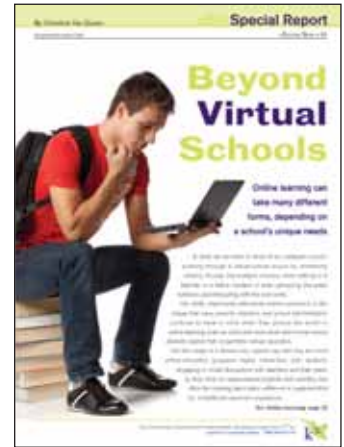
The eSN Special Report reach 600,000 K-20 technology decision makers! Your sponsored Special Report will reach more than 600,000 unduplicated K-20 technology decision makers. They include the school technology leaders who read eSchool News each month and the technology professionals who visit eSchool News Online every month.

Our readers represent the entire K-20 technology "purchasing team." With a documented history of technology spending, they're the prime buyers of products and services in the \$19 billion school technology marketplace. They include...

- IT Decision Makers
- K-12 Superintendents
- Deputy and Assistant Superintendents
- Information Technology directors
- Instructional Media directors
- Library service directors
- Principals
- Technology Coordinators
- Federal Program Directors
- School Purchasing Agents
- Librarians
- Curriculum Administrators
- School Board Members
- Federal Education Technology Leaders
- State Government Education Technology Officials
- School Purchasing Agents and Business Officials

## Your Special Report Sponsorship Package Includes. . .

- 3 Full-Page, 4-Color Tabloid Ads Within Special Report
- Direct Response Sales Leads
- Company sponsorship Callouts and Logo - on all 8 pages of 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 site [eschoolnews.com](http://eschoolnews.com)
- Exclusive Broadcast eMail Message



**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