

2009 eSCHOOL NEWS ONLINE Advertising

Online Banners

"Choose the impression level and banner that matches your online campaign"

Build brand awareness and drive key K-20 buyers to your web site. eSchool News Online offers six types of banners. Your message is viewed only by qualified ed-tech decision makers who have a genuine—and immediate—interest in school technology.



LEADERBOARD Average estimated impressions per month: 350,000
728 x 90 pixels 40K (max file size) 3 loops max
\$75/CPM-I net

TOP BANNERS ▶

Average estimated impressions per month: 340,000
468 x 60 pixels
40k (max file size)
3 loops max
\$60/CPM-I net

CENTER BANNER

Average estimated impressions per month: 45,000
468 x 60 pixels
40k (max file size)
3 loops max
\$60/CPM-I net ▼

FRONT PAGE ONLY

EMBEDDED BANNERS

(within editorial)
Average estimated impressions per month: 200,000
300 x 250 pixels
40k (max file size)
3 loops max
\$65/CPM-I net

SKYSCRAPER

Average estimated impressions per month: 350,000
160 x 600 pixels
40k (max file size)
3 loops max
\$75/CPM-I net

ANCHOR BOARD

Average estimated impressions per month: 350,000
728 x 90 pixels 40k (max file size) ▶
3 loops max
\$65/CPM-I net

Banners not to scale

* Average estimated impressions per month indicates the likely number of impressions based on historical performance. Actual numbers may vary, but billing occurs only when the number of impressions ordered are actually delivered. An impression, as defined by the Interactive Advertising Bureau, is a measurement of responses from a web server to a page request from the user browser. Robotic activity and error codes are filtered out before the impression count is reported. Subject to rate card exceptions. Billing occurs when the number of impressions ordered has been delivered by a third-party trafficking service.

FOR MORE INFORMATION

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