

Customized Resource Centers for Educators

*Branding + Lead Generation
= Sales & Success*

Partner with eSN's editors to build your very own Educator's Resource Center!

Get a minimum of three (3) months of recognition on the Front Page of eSchool News Online and one (1) broadcast eMail message to our massive eMail database.

Work with the award-winning team of eSchool News to develop customized news and information on a topic dear to your heart and essential to the elite school technology buyers across North America. Then add high-quality service content of your own choosing!

*Result: branding, prestige,
and piping-hot sales leads!*

Benefits

- Generate highly qualified leads for your sales force/resellers
- Drive highly qualified traffic to your web site
- Be recognized for your sponsorship in a special message from eSchool News to our massive eMail database
- Establish your company as "the authority" on a topic of major significance
- Provide customized, product-specific content for placement in the Resource Center
- Be eligible to participate in eSN Partners' program (send one news release per week for posting to eSN Online, with a notice in the weekly eNewsletter "eSchool News This Week")
- Have your company highlighted in the "This Month's Online Contents" area of the print newspaper



Specs:

Top Banner & Anchor Banner:
468 x 200 pixels each

Skyscraper Banners:
160 x 600 pixels

Cost:

\$9,500 net per quarter
(three-month minimum;
monthly rates available thereafter)

IMPORTANT NOTE:

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