

Opt-in eMail Sponsorships

Reach qualified buyers when you've got their full attention

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—with or without editorial content.

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:

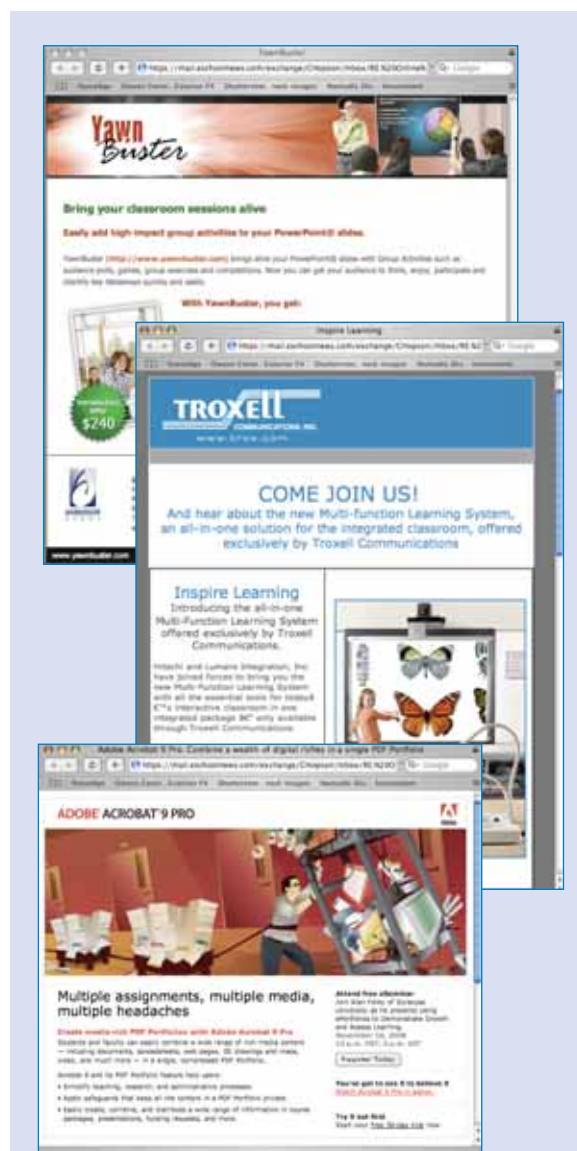
1. **Exclusive eMail Broadcast** – An exclusive, HTML eMail broadcast service that provides K-20 decision makers with important communications from advertisers and others who partner with eSchool News.

Circulation: 35,000 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.

....continued on next page



Ask your account executive to review the options.

IMPORTANT NOTE:

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

2009 eSCHOOL NEWS ONLINE Advertising

Opt-in eMail Sponsorships con't...

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: 76,000 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: 60,000 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: 43,000 and growing, every Mon-Fri
(Ask your account exec for the latest figure).
CPM/\$50 net per week
(5 consecutive insertions)

Specs:

All GIF or JPEG, up to 3 loops

- (1) Leaderboard– 728x90 pixels, up to 20K file size
- (2) Core Banner – 468x60 pixels, up to 20K file size
- (3) Box Ads – 300x250 pixels, up to 20K file size

or

Text Ads - Up to 50 words of text and
120x120 pixel logo set in a box ad



Ask your account executive to review the options.

IMPORTANT NOTE:

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

FOR MORE INFORMATION

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

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