

## 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.

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

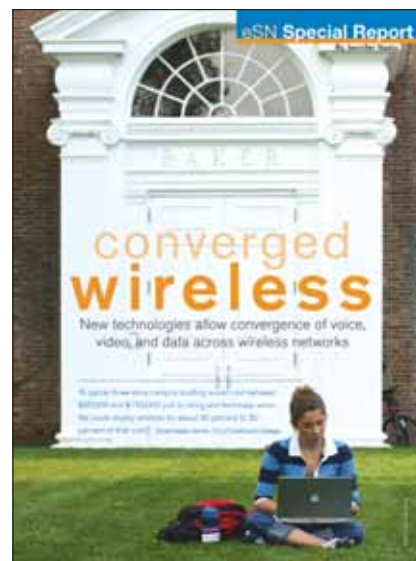
eSchool News regularly publishes a critically acclaimed 8-page Special Report series developed to assist our readers in making better purchasing decisions within a selected school technology product category. These special run-of-press reports are prepared by our award-winning editorial staff and included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

### 2. Here's how your Special Report Sponsorship generates direct sales leads for your product!

In addition to inclusion in eSchool News, your sponsored Special Report is prominently featured on our award-winning website eSchool News Online. Key portions of your Special Report are also transmitted electronically via broadcast eMail to qualified K-20 purchasing decision makers nationwide. After they provide us demographic information, we forward the balance of the Special Report to qualified requestors. We then forward to you, the contact information we've gathered from these highly qualified prospects. Within days, it's not unusual for eSchool News Special Report sponsors to receive several thousand highly qualified sales leads!

### 3. The eSchool News Special Report audience—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.



*....continued on next page*

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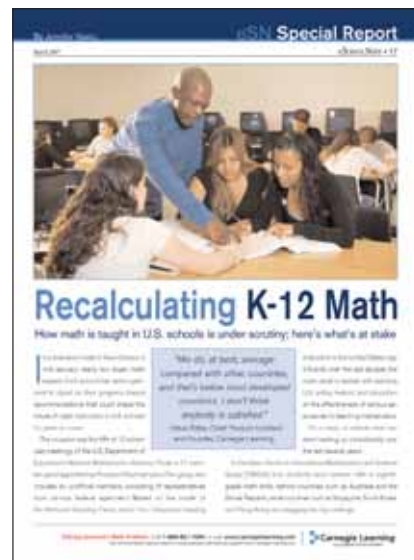
### 4. The elite K-20 professionals reading your Special Report represent the entire K-20 technology "purchasing team."

With a documented history of technology spending, they're the prime buyers of products and services in the \$14 billion school technology marketplace. They include...

- IT Decision Makers at every U.S. College and University
- 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

### 5. Your Special Report Sponsorship Package Includes. . .

- 3 Full-Page, 4-Color Tabloid Ads Within Special Report
- Direct Response Sales Leads - and contact information of qualified K-20 decision makers requesting your Special Report
- Company sponsorship Callouts and Logo - on all 8 pages of Special Report
- Bonus Distribution at Key Education Events such as FETC, TCEA, NECC, ASCD, AASA, and more
- 5,000 Special Report Reprints - for your exclusive distribution
- Promotion of your sponsorship in all public relations materials related to eSN Special Reports
- Special Report Link - featured prominently on the home page of our award-winning web site [eschoolnews.com](http://eschoolnews.com)
- Exclusive Broadcast eMail Message promoting your special report to the entire eSchool News database



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