

eSCHOOL NEWS presents...

# Your Best Ed-Tech Marketing Plan

**Add it up:**

You get

**Seven**

months of high-impact marketing

**Five**

different media supporting your sales

**One**

streamlined media buy



**Multi-Month Multimedia Marketing Program  
for Select TCEA 2009 Exhibitors**

**FEBRUARY 2-6, 2009, AUSTIN, TEXAS**

No state has a bigger commitment to ed-tech spending than Texas, but Texas is just the beginning!

**Limited Packages Available -**

Confirm your participation by September 1, 2008 and **save \$15,000!**

## Texas' Big Budget = Big Opportunity for You at a HUGE Value

You won't find a bigger, better, or more valuable marketing program than *eSchool News'* **Multi-Month Multimedia Marketing Program**. We've partnered with the **Texas Computer Education Association (TCEA)** again this year, and we've enhanced the program to offer even more value for you!

TCEA 2009, a national convention dedicated solely to educational technology, is expecting 12,000 K-20 ed-tech decision-makers. But of course with eSchool News as your marketing partner, you get so much more.

Starting in October 2008, you'll get **SEVEN MONTHS** (through April 2009) of ed-tech marketing, including select benefits at the TCEA national conference in Austin, Feb. 2-6, 2009.

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### Your Multi-Month, Multimedia Program's Pre-Show Features

You'll get 50,000 run-of-site skyscraper impressions per month (for a total of 200,000 impressions) in October, November, December and January. Build brand awareness, promote your products and services, and start building booth traffic early by publicizing your booth number at TCEA.

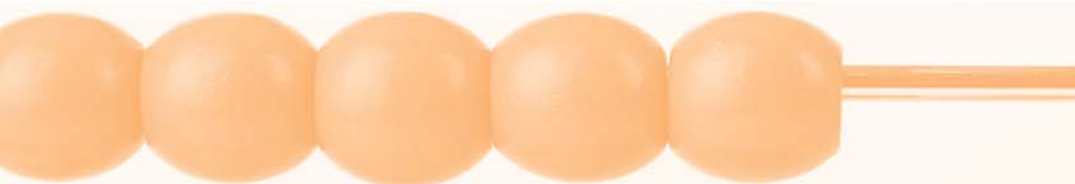
Plus, four monthly sponsorship slots in *eSN This Week*, our weekly emailed newsletter with an opt-in circulation of 75,000, and growing.

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### Your At-the-Show Video & Onsite Distribution Opportunities

You'll get a 15-second video commercial that will appear on in-room channels of the largest hotels housing TCEA attendees. Plus, we'll produce the commercial for you. All we need is your corporate logo, TCEA booth number, key sales points, and contact information to get started.

You'll also be able to provide a 30-minute live presentation during eSN Best Practices Summit directly **on the TCEA exhibit hall show floor!** *upgrade from last year*



## Your At-the-Show Video & Onsite Distribution Opportunities *con't...*

In addition, we'll provide a professional video recording of your live presentation. Your presentation graphics/slides will be channeled through the video control panel, and we'll provide wireless mikes for up to four speakers to allow maximum movement while retaining top-quality audio within the excitement and hubbub of the exhibit-hall environment.

And to help you get the word out about your live presentation, we'll promote your session in the TCEA Official Program, as well as in all 12,000 attendee registration packets. You'll also be eligible for collateral marketing material via *eSchool News* door-drop to 1,000 hotel rooms.

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## ... And Wrap the Whole Darn Thing Up Texas Style

The promotional benefits don't stop at the show floor. To continue your marketing momentum, you'll receive one full-tab, four-color page in the April 2009 Best Practices section of our award-winning newspaper *eSchool News*.

In addition, your 30-minute Best Practices Summit presentation will be posted to the *eSN Video Marketplace*, presented at *eSchool News Online*, the world's most visited ed-tech publication website. You'll also get a DVD of your summit presentation, and a one-year license of the video for client use.

### Plus, Our Pricing Doesn't Get Any Better Than This

Act now and you can lock in our amazing early-bird pricing:

**Early Bird price** – \$20K net before Sept. 1, 2008 (*a savings of \$15,000!*)

**Regular price** – \$35K net after Sept. 1, 2008

But please hurry! There are a limited number of slots available for the live presentations and all are on a first-come, first-reserved basis. No exclusives can be honored.

#### Call Your Account Rep TODAY!

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

Patty Voltz  
813-991-4099  
pvoltz@eschoolnews.com

**WEST** - Paul Turchetta  
1-310-540-3344  
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## Better Now Than Ever

*“Texas is crucial to our sales success, and TCEA is definitely emerging as a national show of the first magnitude. But what I liked best about last year’s eSchool News program was the marketing impact via print, e-mail, web, face-to-face, and video over a full seven-month period. With just one straight-forward media buy, I was able to give my whole sales team consistent, creative marketing support right when they needed it most. If this year’s eSN program duplicates last year’s program, count me in!”*

*—Senior Vice President of Global Education*

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### eSCHOOL NEWS

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