

2009

eSCHOOL NEWS

ONLINE

MEDIA  
KIT



The Ed-Tech News Leader for  
Leaders who Need Ed-Tech News

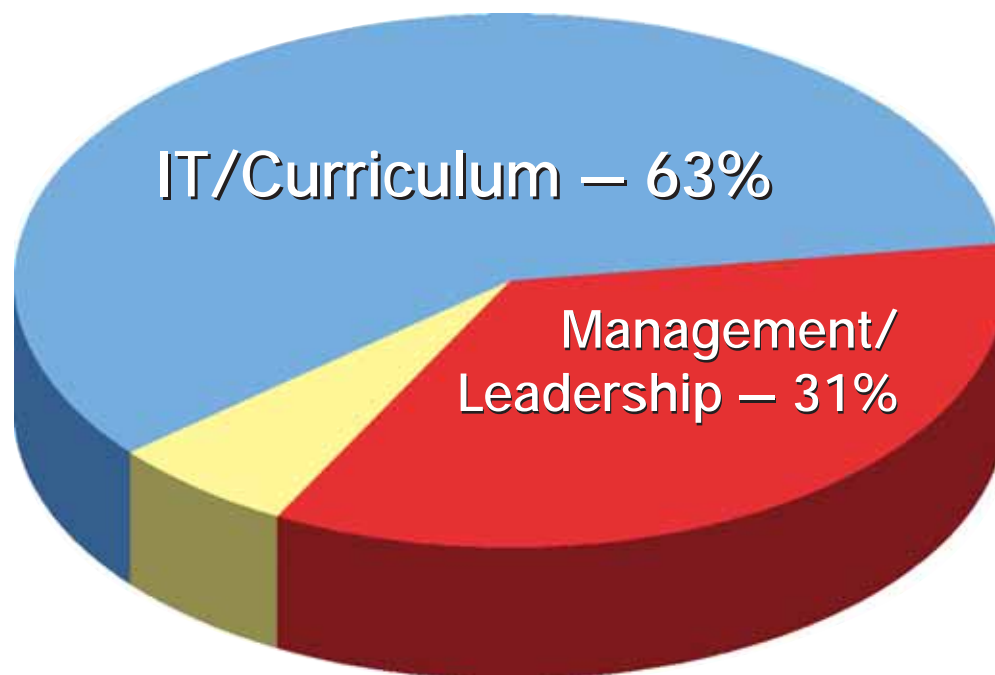
7920 Norfolk Ave. #900 • Bethesda, MD 20814

1-800-394-0115 x131 • Fax: 301-913-0119 • [www.eschoolnews.com/mediakit](http://www.eschoolnews.com/mediakit)

## Online Visitors Profile

Over 5 million page views per month

*1.1 million distinct visits per month, 218,000-plus unique registered members*



### IT/Curriculum – 63%

**Includes titles such as:** CIO/MIS/IT Director, Curriculum Director, Instructional Technology Specialist, Technology Coordinator, Technology Advocate

### Library/Media – 6%

**Includes titles such as:** Librarian, Library Services Director, Media/Audiovisual Director, Media Center Director

### Management/Leadership – 31%

**Includes titles such as:** Superintendent, Chief State School Officer, State Education Technology Director, Deputy/Assistant/Area Superintendent, Principal/Assistant Principal, BusinessManager/Purchasing Agent, Federal/State Program Director, Human Resource Director, Safety/Security Director, Special Education Director, Governors Office Staff, Legislative Staff Member, School Board Member, College/University Official/ Professor

#### FOR MORE INFORMATION

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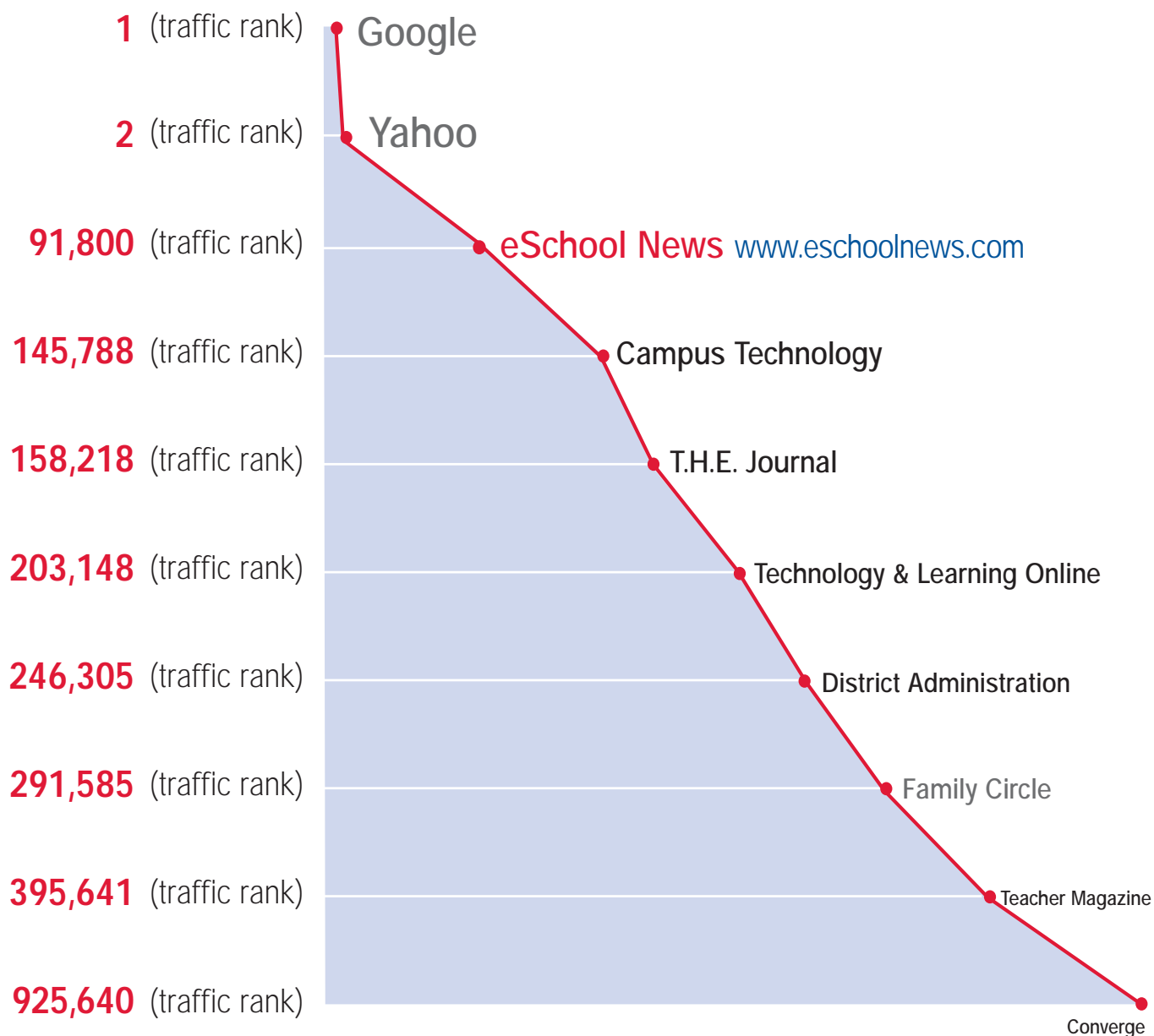
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## Website Rankings

### 'eSchool News Online' Ranked #1 Ed-Tech Publication Web Site in the World

*Selected Publication Web Sites as Ranked by Amazon's  
Alexa Search Engine – as of May 2009*



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## eSN Online Readership Survey\*

*How eSchool News Online Keeps Your Marketing on Target*

**82%** of eSN Online readers are involved in buying ed-tech products and services:

**63%** recommend or approve products for purchase

**51%** determine needs

**35%** specify products or services

**33%** set goals, directions, standards

**44%** have taken direct action as a result of an ad they've seen at eSN Online within last 12 months:

**31%** have visited an advertiser's web site

**29%** have clicked on a banner ad

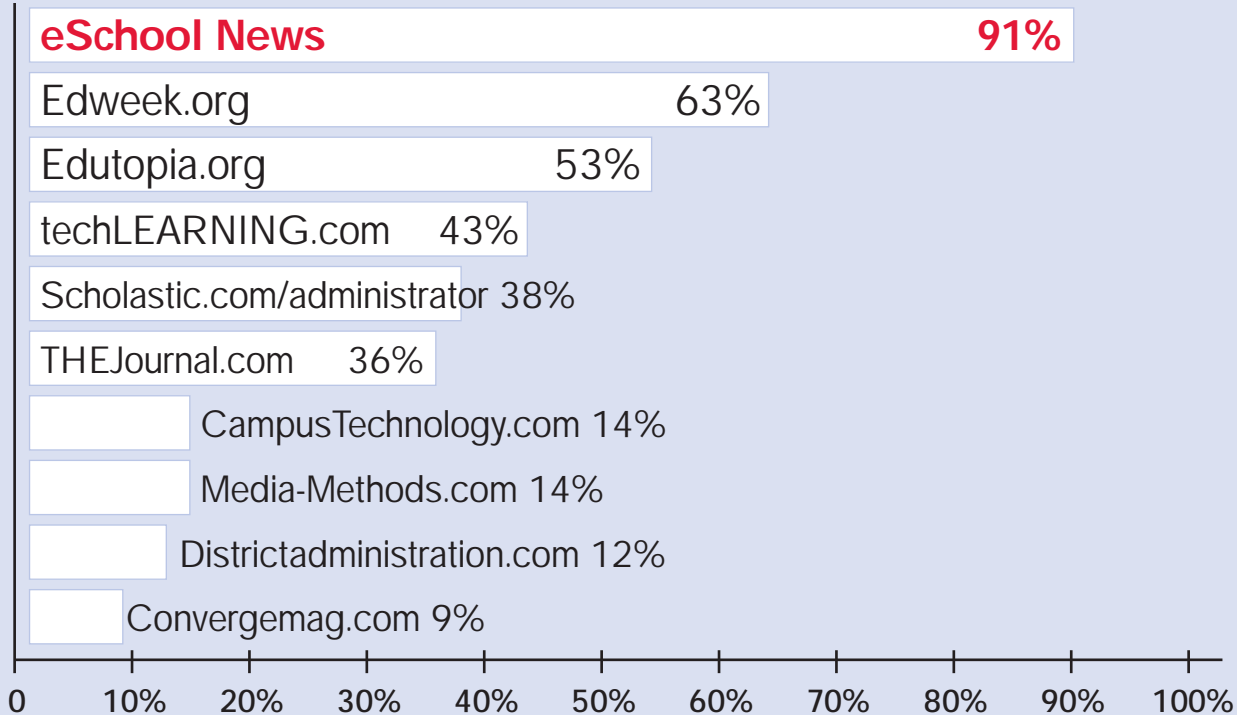
**10%** have recommended a product or service

**99%** of readers say eSN Online is valuable to their work

\*Excerpted from a study by McDonald Research Group.

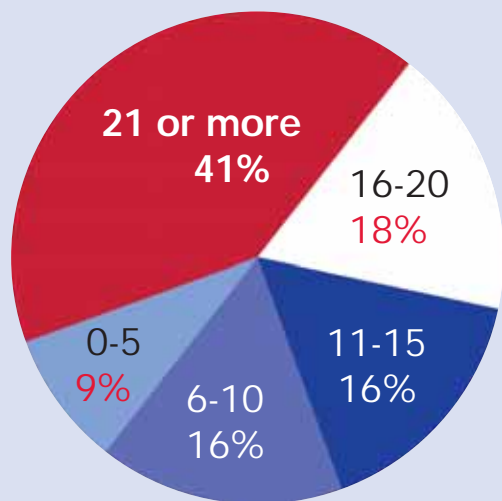
## eSN Online Readership Survey\* con't...

Which web sites do K-20 decision makers find useful?

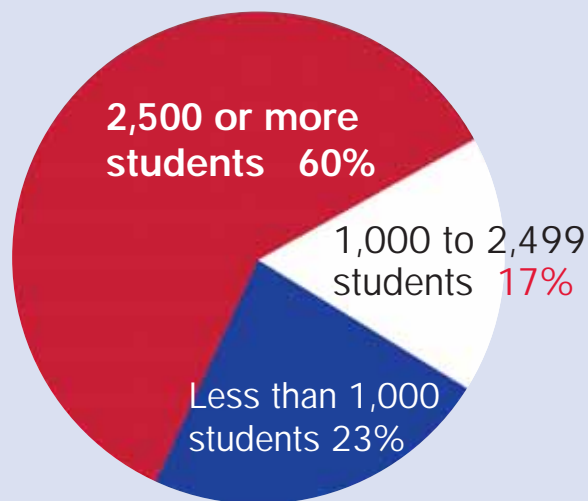


Key demographics of eSN Online readers—  
most are experienced educators from large schools or districts:

**Years in education**



**Size of district**



\*Excerpted from a study by McDonald Research Group.

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## eSN Online Readership Survey\* con't...

### Plans to Purchase

Percentage of readers who plan to buy these technology services within the next year:

Category	eSchool News	eSN Online
Special-ed software	53%	44%
Administrative software	49%	39%
Communications technologies	50%	43%
Computers & peripherals	86%	79%
Curriculum software	68%	67%
Furniture	51%	44%
Facilities/infrastructure	39%	32%
Food service software	33%	30%
Presentation systems	66%	57%
Professional development	74%	69%
Safety/security technologies	56%	48%
Transportation software	25%	21%

\*Excerpted from a study by McDonald Research Group.

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# 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.

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## 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.

## 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:**

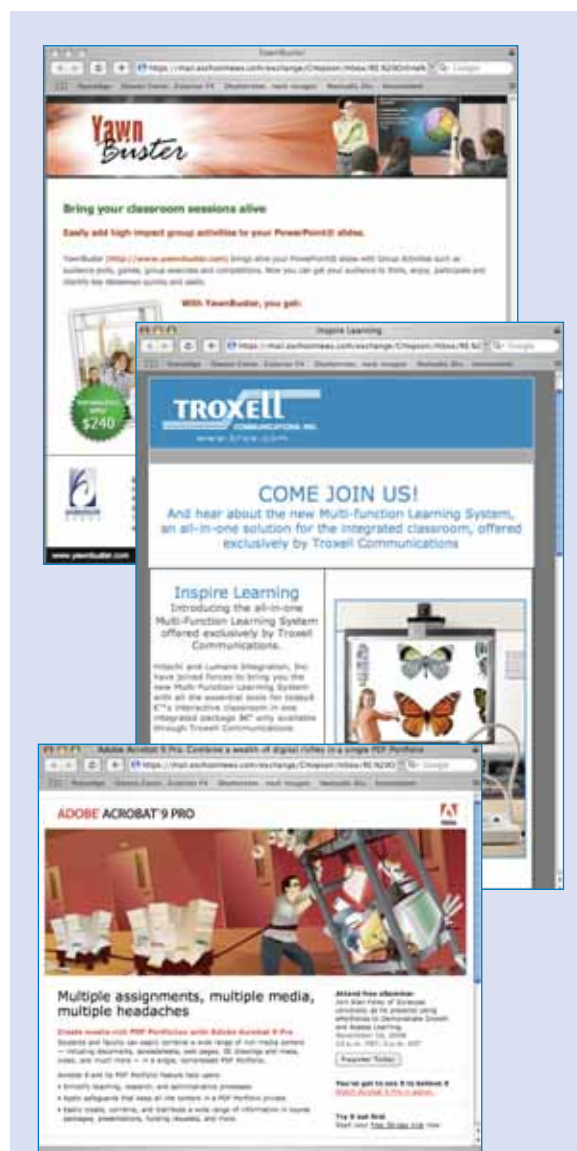
1. **Exclusive eMail Broadcast** – An exclusive, HTML eMail broadcast service that provides K-20 decision makers with important communications from advertisers and others who partner with eSchool News.

**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.

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## Webinars

Let the Ed-Tech News Leader help you. . .

- Build your brand
- Educate K-20 buyers
- Generate red-hot sales leads
- Raise your market profile

A webinar is a strong, interactive program that can bring you brand recognition, prestige in the marketplace, and highly qualified leads while simultaneously providing a tremendous service to educational technology leaders. As a main page feature of **eSchool News Online**, our webinars are custom built and designed around a topic chosen by you and our editorial staff with you as the exclusive sponsor.

Check out these great features and benefits of sponsoring webinars through the **eSchool News Network**:

- A Top Banner runs for at least one month on our website announcing your program.
- The Top Banner will also run in our **eSchool News Today, This Week**, and **Tools for Schools** eMail newsletters for a full month.
- We will also draw attention to specific webinars in the "Online Update" column of our monthly print newspaper.
- eMails acknowledging and thanking each registrant are sent.
- Reminder eMails go to each registrant one week and one day prior to the event.
- Leads will be gathered and sent to you in an excel spreadsheet on all the registrants, with full contact information including eMail addresses.
- The webinar will then be made available to you for your continued use after the program runs.
- An archived version will be available on our website for an additional 12 months.
- A follow-up eMail will be sent to each registrant with thanks.
- After the event, we will promote the archived version to our entire audience of over 600,000 ed-tech decision makers.

The screenshot shows a banner for a webinar titled "Laptop Management: Accountability for 1:1 Learning in the 21st Century". It is hosted by eSchool News and sponsored by Absolute Software. The banner includes a list of instructions for participants, such as "Confirm your connection speed" and "Join via Teleconference". There is also a small graphic of a laptop and a person's hand.



### About the Presenters

**Dan Turner** is the Director of Information Services for British Columbia's largest school district - 65,000 students, 8,000 employees and 16,000 across 144 sites. During his 20 years working in education, he's used his extensive technical skills to develop and implement comprehensive solutions that address complex and changing requirements.



**Michelle Benham** has more than 10 years working in education and technology. She spent years in education as a classroom teacher for area school districts. During that time she was the Cox Excellence in Education award for technology integration in her K-1 classroom. In 2003 Michelle worked in the Information Technology department of Unified School District (DUSD) in Surprise, AZ.



**Geoff Glave** is a leading Product Manager subject matter expert with Absolute Software. He is responsible for steering business requirements into product feature sets that define Absolute's application with Absolute's customer-facing and development.

Check with your sales rep to get the most cost-effective pricing in the marketplace – with strong discounts for volume orders.

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## Online Rates

### eSN ONLINE BANNERS (We accept GIF, JPEG, Rich Media & Third Party served ads)

Banner Type	Pixel Size	Max file size	Total *CPM-I
Leaderboard	728 x 90	40k	\$75 net; \$88 gross
Skyscraper	160 x 600	40k	\$75 net; \$88 gross
Top Banners	468 x 60	40k	\$60 net; \$70 gross
Embedded (within editorial)	300 x 250	40k	\$65 net; \$76 gross
Center Banner	468 x 60	40k	\$60 net; \$70 gross
Anchorboard	728 x 90	40k	\$65 net; \$76 gross

\*CPM-I (cost per thousand impressions) 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.

### eSN OPT-IN eMAIL MARKETING SPONSORSHIPS

#### eSN Exclusive eMail Sponsorship— *Your direct line to buyers*

(Specifications: HTML; customized to sponsor requirements; please consult your Account Executive.)

CPM/\$125 net; \$148 gross      Circulation: 35,000 and growing (check with your account exec)

#### eSN eMail Newsletter Sponsorships— *Three routes to minds that matter*

(Specifications: GIF or JPEG; Leaderboard (728x90), Box Ad (300x250), Core Banner (468x60)  
20k file size, 3 loops, no flash)

##### 1. eSchool News This Week— *An eNewsletter broadcast every Monday.*

CPM/\$50 net; \$59 gross      Circulation: 76,000 and growing (check with your account exec)

##### 2. eSN's Tools for Schools— *An eNewsletter broadcast every Wednesday.*

CPM/\$50 net; \$59 gross      Circulation: 60,000 and growing (check with your account exec)

##### 3. eSchool News Today— *An eNewsletter broadcast every school day.*

CPM/\$50 net; \$59 gross      Circulation: 43,000 and growing (check with your account exec)

### eSN NETWORK SPONSORSHIPS Fresh Media for Strong Sales

eSN-TV, Visions of Innovation, Video Features, Webinars, Podcasts

Tune in to cutting-edge marketing. Call us for availability, pricing, and specifications.

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# 2009 eSCHOOL NEWS ONLINE Advertising

## Online Rates con't...

### eSN ONLINE MICROSITES

#### Educator's Resource Center

micro-sites featuring custom content on major issues; see <http://www.eschoolnews.com/resources/>

Frequency (per quarter)	1x	2x	3x	4x
Exclusive	\$9,500 net; \$11,176 gross	\$9,000 net; \$10,588 gross	\$8,500 net; \$10,000 gross	\$7,500 net; \$8,823 gross

#### K-20 Online Content Centers

Funding Center, Video Resource Center, Conference Information Center, SAFE (School Actions For Emergencies) Center, Special Report Center, Large-District Center, Best Practices Center

\$1,500 net/month per Content Center

\* Introductory, volume, and frequency discounts may apply.

### eSN ALL-DIGITAL PUBLICATIONS FOR SPECIAL MARKETS

**Classroom News** – Monthly K-12 publication for teachers (pricing below)

Frequency	12 months	6 months	3 months	1 month
Pricing (net)	\$6,000 (\$500/month)	\$3,500 (\$583/month)	\$2,000 (\$667/month)	\$750 (\$750/month)

**eCampus News** – Monthly publication exclusively for higher education (see media kit for prices)

See our companion web sites: [eSchoolTeachers.com](http://eSchoolTeachers.com) [eCampusNews.com](http://eCampusNews.com)

#### Terms & Discounts

Prepayment required on first insertion. Net 30 days. Advertisers billed at contract rate who fail to fulfill contract terms will be short-rated. Contract discounts/commissions are canceled if account is not paid within 45 days of invoice date. Cancellations are not accepted after the contracted start date. Rates and conditions are subject to change without notice.

#### General Policies

The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this rate card. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card. Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from the loss or expense on claims or suits based upon contents of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. The publisher does not assume liability for publisher errors in any advertisement beyond the cost of the space occupied by the individual item in which the error appeared. All claims must be made within 10 days of publication. No rebates

allowed for errors by publisher. Any advertiser under contract not supplying ad material by closing date will have previous ad repeated or a public service ad posted and will be billed in full at the contract rate. All agreements are subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control. Further, the publisher shall not be liable for failure to publish an advertisement. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of copy which, in the publisher's opinion, resembles editorial matter.

#### Ad Agency Commission & Past Due Charges

Agency commission is 15 percent of gross to recognized agencies on space and color if total amount due is paid in full within 30 days of insertion date. The advertiser and its advertising agency, if there is one, are jointly and severally liable for payment of all monies due and payable to the publisher. Commissions not allowed on other charges such as production costs, conversions, typesetting, reprints and copyrighting. A charge of 1 1/2 percent per month (18 percent per year) will be made on all unpaid balances 30 days old or older. Any advertiser under contract not supplying online creative by the materials closing date will be offered an opportunity for alternative placement. If unable to accept a replacement date and/or position, advertiser will be billed for the time and impressions that would have been served had creative arrived by deadline.

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