

www.eschoolnews.tv

eSchool News.TV makes Your Sales Story the Star of the Show

Hitch your marketing message to the hottest video channel in education: eSchool News.TV.

eSchool News (eSN), America's leading print newspaper for education-technology news and information, is once again at the forefront of ed-tech with the bold new look, feel, and functionality of eSchool News.TV, the video news and information resource for educators and education advocates.

eSN.TV's new video platform—with a jumbo viewing window—makes it easier than ever for school and university leaders to tap into the information offered through the exclusive newsmaker interviews, hard-hitting news reports, and ed-tech updates in programming such as the popular newscast eSN TechWatch, the eSN Video Marketplace, and eSN Newsmaker interviews.

The benefits of this breakthrough for educators are far-reaching, but the benefits for advertisers are even greater.

"There is no better way to convey the true advantages and benefits of an advertiser's offering than with the effective use of video. Both IP video streaming and video-on-demand now provide a means for advertisers to have their message available when the buyer is ready for it while also delivering the message in a memorable way," says Tom Lapping, President of JDL Horizons, the company that created the new platform for eSchool News.

For example, the new platform offers interactivity by allowing viewers to rate videos based on a 1-5 star rating system.

"The rating system encourages educators to be more involved with the videos, which leads to them staying longer, and increases the opportunity for advertisers' messages to be viewed," says Nancy David, eSN Online and Circulation Director.

Research supports David's assertion. PointRoll, an online advertising media provider, studied how online video advertising is relevant to brand marketers, and found that inter-activity helps increase the time viewers spent with brands. When the video ad

[continued >>](#)



"The interactive nature of eSchool News.TV means ed-tech buyers stay longer. That increases the impact of the advertisers' marketing messages," say Nancy David, eSN Online director.

FOR RESERVATIONS OR MORE INFORMATION

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included or was surrounded by some form of interactivity—such as buttons to click to find out more or forms to fill out to register—it tended to increase average brand interaction time.

Other improvements that lead to educators staying longer on the site include the larger size of the video player and the enhanced searching capability. Viewers can search for any topic of interest to them or scroll through a list of categories created by eSN. A further upgrade is that the search is dedicated to video, rather than across the entire site.

This too has resulted in benefits for the advertiser. With the increased functionality of the platform, eSchool News can offer advertisers more flexibility. For instance, eSN can match a particular ad to a video as it plays. Advertisers also can pick when they want their ad to start such as at a specific point in a video that directly relates to their brand.

To test drive the new platform, please go to www.eschoolnews.tv

Your Monthly Video Center Sponsorship Benefits Include:

Top Banner

(468 x 60 pixels; 20k max file size; 3 loops max)



Product Showcase

(photo and your 200-word description)

PRODUCT SHOWCASE



iQinvision
smart camera systems
www.iqeye.com
[About iQinVision](#)

iQinVision has been designing, manufacturing and marketing the iQeye line of smart cameras and megapixel network cameras since 1998. We have received numerous industry awards for products and customer service and continue to win competitions against other CCTV...

Not to Scale

Video Center Sponsorship Logo

(Clickable corporate logo
125 x 125 pixels;
JPEG or GIF, no animation)



Pricing (net) \$1,500 per month