

2009

# eSCHOOL NEWS

# PRINT MEDIA KIT



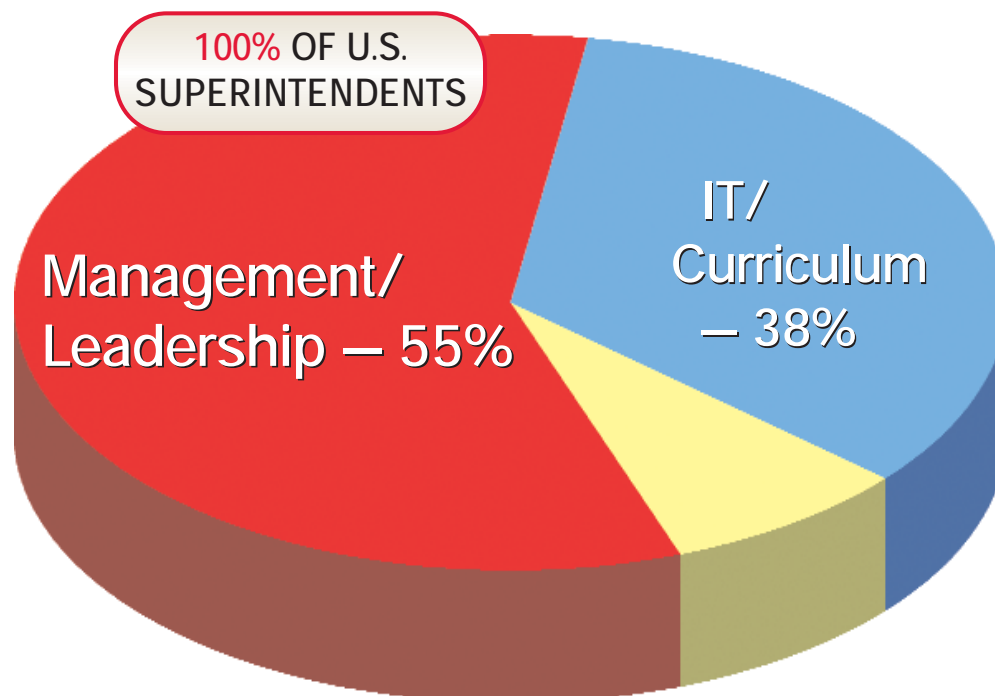
The Ed-Tech News Leader for  
Leaders who Need Ed-Tech News





## Print Readership Profile

90,201 total copies served to BPA-audited qualified buyers\*



### Management/ Leadership – 55%

**Includes titles such as:** Superintendent, Chief State School Officer, State Education Technology Director, Deputy/Assistant/Area Superintendent, Principal/Assist Principal, Business Manager/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

### IT/Curriculum – 38%

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

### Library/Media – 7%

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

\*BPA-audited circulation, as per audit for Nov/Dec 2008

#### 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

## 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"?

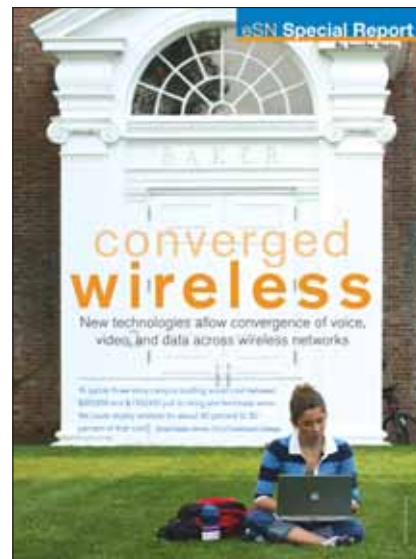
eSchool News regularly publishes a critically acclaimed 8-page Special Report series developed to assist our readers in making better purchasing decisions within a selected school technology product category. These special run-of-press reports are prepared by our award-winning editorial staff and included 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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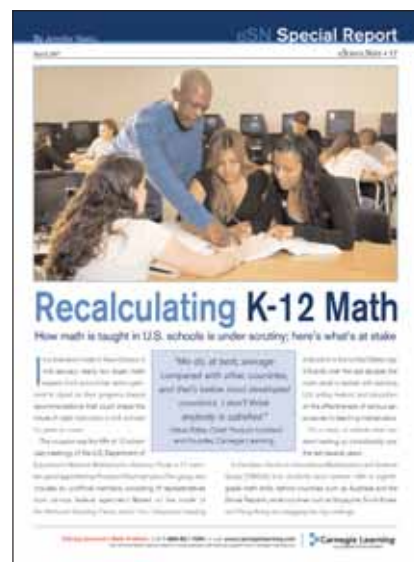
### 4. The elite K-20 professionals reading your Special Report represent the entire K-20 technology "purchasing team."

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
- Exclusive Broadcast eMail Message promoting your special report to the entire eSchool News database



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## Smart Start/Line Listing Program

*Reach the K-20 buying elite – for as little as \$330 per month!*

Put your brand, tagline, and more in front of some 600,000 K-20 decision makers in the K-20 Technology Solutions Center MARKETPLACE, part of the eSchool News Network.

Schedule display classified advertising in the nation's No. 1 ed-tech print newspaper, eSchool News, as well as the world's No. 1 ed-tech publication web site, eSchool News Online.

Keep your brand front and center while you develop your customer base and gear-up for a more intensified marketing program in eSchool News. Your "Smart Start" ad will appear first in print in eSchool News, then on the companion website, eSchool News Online (<http://www.eschoolnews.com>).

### Ad Specifications

**Ad Size:** 3" width x 2.5" height

**Color:** 4C Materials

-See Rate Card for further details.



Frequency	Amt per month
12x	\$330 Net/month
9x	\$400 Net/month
6x	\$460 Net/month
3x	\$530 Net/month
1x	\$620 Net/month



Please contact Lee Calloway at  
1-800-394-0115 x131 for more information.

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## Competitive Analysis

*How eSchool News Keeps Your Marketing on Target*

### **100%** Editorial Focus on Education Technology

Percentage of Direct Personal Requestors: **72.7%**

Circulation Reach and Page Rate: **Most Efficient in the Field**

Cost Per Thousand: **Most Efficient in the Field**

The potent blend of large circulation and small out-of-pocket costs makes eSchool News the best marketing combination available to ed-tech providers and their agencies.

Publication	Circulation	7" x 10", 1x Rate, gross
<b>eSchool News</b>	<b>90,201</b> / BPA Nov/Dec 08	<b>\$8,600</b>
Campus Technology	50,120 / BPA June 2008	\$8,740
Scholastic Administrator	100,000 / BPA Dec 2007	\$9,031
T.H.E. Journal	90,252 / BPA June 2008	\$9,520
District Administration	73,025 / BPA June 2008	\$10,616
Technology & Learning	100,000 / ABC June 2008	\$11,150

**Conclusion:** Why is eSchool News America's No. 1 ed-tech media buy? Simple: You reach the K-20 buying elite while they're specifically focused on education technology. You pay the lowest out-of-pocket cost and the lowest CPM in the field. And you showcase your marketing message amid the critically important news and information K-20 decision makers can't do without. It's a winning combination that serves your client or company well and keeps your marketing program right on target!

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## eSN Print Readership Survey\*

*How eSchool News Keeps Your Marketing on Target*

**89%** of eSN readers are involved in buying ed-tech products and services:

**68%** recommend or approve products for purchase

**59%** determine needs

**32%** evaluate specifications

**26%** give final authorization

**70%** have taken action as a result of an ad they've seen in eSN within the last 12 months:

**53%** have visited advertisers' web sites

**35%** have discussed ads with others

**23%** have recommended an advertiser's product or service

**96%** of readers say eSN is valuable to their work

**99%** of readers say eSN is "credible"; 99% say it's "informative"; 97 % say it's "useful"; and 91 percent say it's "authoritative"

\*Excerpted from a study by McDonald Research Group.

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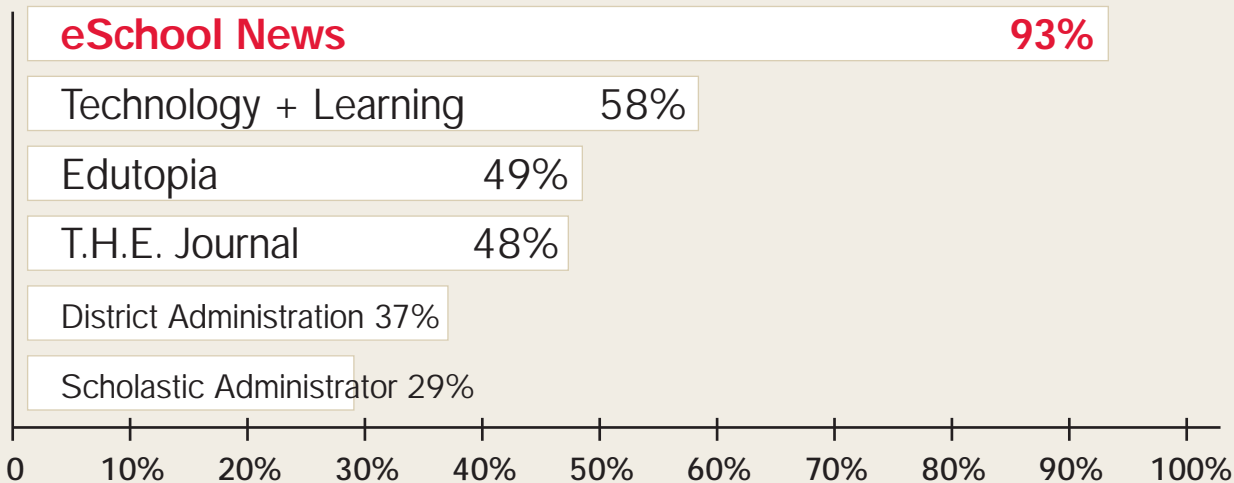
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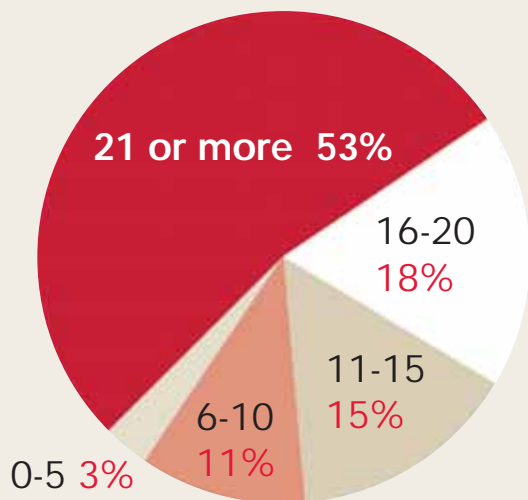
*How eSchool News Keeps Your Marketing on Target*

Which publications do K-20 decision makers find useful?

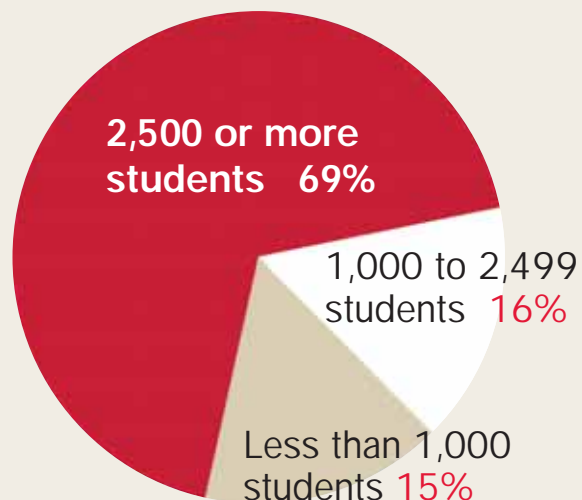


Key demographics of eSN readers—  
 most are experienced educators from large schools or districts:

### Years in education



### Size of district



\*Excerpted from a study by McDonald Research Group.

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## 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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## AWARDS

*Help recognize the very best throughout the year with our numerous award sponsorship opportunities.*

Become a sponsor of an eSchool News award program and receive extensive branding and market coverage!

### Sponsorship Benefits

Corporate goodwill, brand identification, and prestige through extensive and repeated image reinforcement with the more than 600,000 education technology buyers who read and visit **eSchool News** and **eSchool News Online** each month

- Featured role in a months-long, multimedia program showcasing student video in the nation's schools, community colleges, and universities.  
**Open-Rate Value:** Unavailable except to sponsors
- Customized eMail marketing program delivering your exclusive message to more than 70,000 ed-tech buyers.  
**Open-Rate Value:** \$6,250
- Opportunity to showcase your products in a high-profile, high-status national awards program that will be covered by major news media at the seat of national government.  
**Open-Rate Value:** Unavailable except to sponsors

### Extensive print-advertising exposure

3 four-color, full-tabloid pages within a special, three-part editorial series on integrating video into the curriculum in the Education In Focus department of eSchool News, North America's No. 1 ed-tech newspaper.

**Open-Rate Value:** \$24,000

### Extensive editorial exposure

Inclusion in two major eSchool News feature articles.

**Open-Rate Value:** Unavailable except to sponsors

*....continued on next page*



### Example of Awards Process

(tailored to suit each sponsor's needs):

1. Issue call for video entries (print, online, eMail with accompanying ads), Months 1/2
2. Post video clips for community voting (with sponsor banner), Month 3/4
3. Announce finalists, select winners (print and online with accompanying ad), Month 5
4. Produce awards ceremony (luncheon, breakfast) at appropriate conference or in D.C., San Francisco, Chicago, etc...
5. Carry awards coverage (print and online with tab print page ad.) Month 8
6. Archive program on eSchoolNews.TV, Awards Library, Month 7/11
7. Make DVD available for sponsor's site, sales force, resellers, etc..., Months 7 to Perpetuity

### FOR MORE INFORMATION

## AWARDS con't...

### Extensive online-marketing exposure

300,000 banner impressions on the minds of education technology buyers who visit eSchool News Online.

Open-Rate Value: \$24,900

- Corporate recognition as Sponsor of an Awards micro-site at the world's No. 1 ed-tech publication web site—eSchool News Online.

Open-Rate Value: \$9,500

- Qualified leads with full-contact information on the registered education technology buyers who visit the Awards micro-site.

Open-Rate Value: Unavailable except to sponsors

- Comments from your corporate representative during the Awards Ceremony.

Open-Rate Value: Unavailable except to sponsors

- Full-page, four-color advertisement in the souvenir program book at each attendee's place setting.

Open-Rate Value: \$700

- Photo Opportunity—corporate representative photographed with each winning team.

Open-Rate Value: Unavailable except to sponsors

- Reproduction of award and matted photo of presenter and award winners.

Open-Rate Value: \$350

### Total value of Sponsor benefits

at open rates: **\$65,700**

### SPONSORSHIP FEE:

**\$39,000** net per exclusive category

Sponsors pay for all travel, expenses, and accommodations for their corporate representatives



### Example of Awards Process

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## Print Specifications

### Mechanical Requirements

**Folded Trim Size:** 10 3/4" x 14 1/2"

**Bleed Size:** 11 1/4" x 15"

**Live Image Area:** 10" x 14"

### Doubletruck/Spreads

**Live Image Area:** 20 3/4" x 14"

**Trim Width:** 21 1/2" x 14 1/2"

**Bleed Size:** 22" x 15"

### Electronic Submission

CD: Including all fonts, images and support files

### Supported File Types

#### PRESS READY PDF

MAC BASED- Quark 6.5, TIFF file at 300dpi or higher at actual size,

EPS files with all fonts changed to outlines.

A color proof is required for all electronic submissions.

### 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 closing 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 in key numbers or other type set by publisher. Tear sheets included with bill only upon request. Any advertiser under contract not supplying new ad material by closing date will have previous ad repeated. 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.

## Display Advertising Sizes Tabloid Pages



Full Page-  
10 3/4" x 14 1/2"



3/4 Page  
7" x 13 1/4"



1/2 Page  
(Horizontal)  
9 1/2" x 6 1/2"



1/2 Page  
(Vertical)  
4 5/8" x 13 1/4"



1/3 Page  
4 5/8" x 9 1/4"



1/4 Page  
(Horizontal)  
4 5/8" x 6 1/2"



1/4 Page  
(Vertical)  
2 1/4" x 13 1/4"



1/8 Page  
4 5/8" x 3 1/4"

## Junior Pages (Magazine Format)



Full Page Jr.  
7" x 10"



2/3 Page Jr.  
4 5/8" x 10"



1/2 Page Jr.  
7" x 4 5/8"



1/3 Page Jr.  
4 5/8" x 4 7/8"



1/4 Page Jr.  
3 1/2" x 4 1/8"

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# 2009 eSCHOOL NEWS PRINT Advertising

## Print Rates

### Cover Rates 4/C

Frequency	1x	3x	6x	9x	12x
Inside Front	\$14,200	\$13,500	\$13,000	\$12,100	\$11,700
Inside Back	\$13,200	\$12,500	\$12,000	\$11,400	\$10,900
Outside Back	\$16,000	\$15,400	\$14,500	\$13,800	\$12,000

### Tabloid Spreads 4/C

Frequency	1x	3x	6x	9x	12x
Spread	\$17,400	\$16,700	\$15,700	\$14,600	\$13,200

### Tabloid Pages 4/C

Frequency	1x	3x	6x	9x	12x
Full Page	\$11,100	\$10,500	\$9,800	\$9,000	\$8,600
3/4 Page	\$9,700	\$9,000	\$8,600	\$7,600	\$7,400
1/2 Page	\$8,100	\$7,400	\$7,200	\$6,600	\$6,300
1/3 Page	\$7,200	\$6,600	\$6,400	\$5,800	\$5,600
1/4 Page	\$6,300	\$5,800	\$5,600	\$5,200	\$5,000
1/8 Page	\$4,400	\$4,200	\$4,000	\$3,700	\$3,600

### Junior Pages 4/C (Magazine Format)

Frequency	1x	3x	6x	9x	12x
Full Page Jr.	\$8,600	\$8,300	\$7,700	\$7,300	\$6,900
2/3 Page Jr.	\$7,600	\$7,200	\$6,800	\$6,400	\$6,200
1/2 Page Jr.	\$7,200	\$6,600	\$6,400	\$5,800	\$5,600
1/3 Page Jr.	\$5,200	\$4,800	\$4,700	\$4,600	\$4,400
1/4 Page Jr.	\$4,700	\$4,400	\$4,300	\$4,000	\$3,900

### Smart Start Rate 4/C

Frequency	1x	3x	6x	9x	12x
3" x 2.5"	\$620	\$530	\$460	\$400	\$330

Publisher will create standard format ads at no cost. First payment must precede initial listing. No agency discount.  
-net pricing

### Insert Rates

Insert rates are quoted on an individual basis. Please call for further information.

**Black & White Rates Available-** Please call for further information.

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# 2009 Print Insertion Order

	ADVERTISER	AGENCY
Company/Organization		
Contact		
Address		
Telephone		
Fax Number		
Email		
Billing Contact		

## Issue & Publication

- Jan '09       Apr '09       July '09       Oct '09  
 Feb '09       May '09       Aug '09       Nov /Dec '09  
 Mar '09       Jun '09       Sept '09

<b>NOTES:</b>

## Ad Specifications :

Ad Size: \_\_\_\_\_ Color 4C Position: \_\_\_\_\_ Materials: New      Frequency: \_\_\_\_\_  
 Ad Rate: \_\_\_\_\_

## Billing Instructions:

Credit Card Type:       MasterCard       Visa       American Express  
 CC Number: \_\_\_\_\_      Expire Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Materials: Send to [chopson@eschoolnews.com](mailto:chopson@eschoolnews.com) & [printads@eschoolnews.com](mailto:printads@eschoolnews.com)

FTP Delivery: [www.eschoolnews.com/mediakit/uploadimage](http://www.eschoolnews.com/mediakit/uploadimage)

## Remarks:

*All rates and regulations specified in Publisher's current rate card are in full effect with this agreement unless otherwise specified and agreed to in writing by both parties. Cancellations are not accepted after the closing date \*\*  
 Please sign and return acceptance copy promptly.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

eSchool News Representative: \_\_\_\_\_ Date: \_\_\_\_\_

eMail or Fax Insertion Orders to: Lee Calloway [lcalloway@eschoolnews.com](mailto:lcalloway@eschoolnews.com) / Fax 301-913-0119  
 Send Print Creative to: [printads@eschoolnews.com](mailto:printads@eschoolnews.com) and [chopson@eschoolnews.com](mailto:chopson@eschoolnews.com)  
 eSchool News • 7920 Norfolk Ave, Ste 900 • Bethesda, MD 20814  
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**Questions?** Call the Sales Administrator: Ms. Lee Calloway, [lcalloway@eschoolnews.com](mailto:lcalloway@eschoolnews.com) • 1-800-394-0115 x131