



ELL & Beyond: Reach Qualified Buyers of the Growing Latino Education Market

FACT: In the U.S., minority students have swelled to 42 percent of public school enrollment, up from 22 percent three decades ago.*

FACT: In the Western United States, minority students have outnumbered whites since 2003. In all areas of the country, Hispanics accounted for **one out of five public school students** in 2005, the latest research figures available.*

FACT: The proportion of public school students who were Hispanic increased more than the proportion of students who were members of **any other minority groups** in 2005.*

As the above facts attest, educators responsible for the Spanish-language market – in North America, South America, and Europe – represent a huge rapidly growing sales opportunity. And your chance to reach them is here through **eScuela Americana**, *eSchool News'* monthly Spanish-language eNewsletter on education technology.

eSchool News' Spanish-language content – generated by eSN with editorial contributions from our partner PBS – will be optimized for educators world-wide, especially in Mexico, Puerto Rico, South America, and Spain.

eScuela Americana Banner Specs:

(All GIF or JPEG, up to 3 loops)

Leaderboard– 728x90 pixels, up to 20K file size
(SOLD OUT FIRST 12 ISSUES)

Core Banner – 468x60 pixels, up to 20K file size

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

Pricing: \$750/month for any size banner. (Ads in eScuela Americana will be accepted in English or Spanish.)

***Source:** "The Condition of Education 2007," the federal Education Department's annual account of the state of American schooling.

IMPORTANT NOTE:

eSchool News Online complies with the Interactive Advertising Bureau (IAB) on all terms and definitions for traffic and advertising impressions.

FOR MORE INFORMATION

East

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

West

Paul Turchetta
prturchett@aol.com
1-310-540-3344

Publisher

Gregg W. Downey
gdowney@eschoolnews.com
1-800-394-0115 x 107