

# DATA CARD

## eSCHOOL NEWS EDUCATION TECHNOLOGY LEADERS

### AUDIENCE

150,000 ACTIVE CUSTOMERS @ \$150/CPM  
80,000 OPT-IN EMAIL ADDRESSES @ \$300/CPM

### PROFILE

eSchool News is the leading information provider of technology news for today's K-20 educator. eSchool News reaches IT professionals and multi-media decision makers with purchasing authority throughout the vast K-20 education marketplace.

eSchool News provides K-20, state, federal and higher education professionals the information needed to find the perfect hi-tech solutions for their school/school district.



eSchool News customers include a wide-range of technical savvy professionals such as: technology coordinators, technology directors, MIS/IT professionals, chief state school officials and information technology teachers. These innovative early technology adaptors are active within their communities and are proven responders for a variety of offers.

FILE UPDATES: QUARTERLY

### SOURCE

100% Direct Request

### SUGGESTED USAGE

CONTINUING EDUCATION, TRAINING & CERTIFICATION OFFERS, B2B, SOFTWARE/HARDWARE OFFERS, NETWORKING PRODUCTS, COMMUNICATION PRODUCTS, TECHNOLOGY PRODUCTS & SERVICES, HIGH-TECH BOOKS AND CONSUMER OFFERS, MAGAZINE, NEWSLETTERS, CONFERENCES, EDUCATIONAL SOFTWARE, OFFICE SUPPLY CATALOGS, FUNDRAISING, COMPUTER-ACCESSORY CATALOGS, VIDEO CATALOGS, NEWS-RELATED PUBLICATIONS, SCHOOL-RELATED PUBLICATIONS.

### POSTAL CONTACT:

**Nancy Liddane**

P: 212.655.5153

F: 212.655.5280

E: [NLIDDANE@VEN.COM](mailto:NLIDDANE@VEN.COM)

### EMAIL CONTACT:

**Steve Kazin**

P: 212-655-5110

F: 212-655-5280

E: [SKAZIN@VEN.COM](mailto:SKAZIN@VEN.COM)

### Selects

GEO	\$10
TITLE	\$15
KEY CODING	\$10
SCF	\$10
STATE	\$10
ZIP	\$10
BUYERS	\$50

### Delivery Includes

TEXT MESSAGE  
HTML MESSAGE  
TRANSMISSION REPORTING  
CAMPAIGN TRACKING

### Rich Media Available

RATES VARY, PLEASE INQUIRE

### Creative Services

RATES VARY WITH SERVICE,  
PLEASE INQUIRE  
HTML EMAIL DESIGN  
COPYWRITING

### Image Hosting

\$100

### Minimum Order

10,000 NAMES  
20% COMMISSION TO RECOGNIZED  
BROKERS

### Cancelled Orders

ORDERS CANCELLED AFTER EMAIL  
TEST WILL BE BILLED A FLAT FEE OF  
\$500

### Transmission Fee

\$50 CPM

All email addresses in the XactMail Network are 100% opt-in, and third-party messages are welcomed by XactMail members. Members have specified their business and/or lifestyle interests and have agreed to receive commercial email messages pertaining to these interests. In addition, members can "opt-out" at any time if they no longer want to receive these messages.