

eSCHOOL NEWS


How eSchool News Keeps Your Marketing on Target

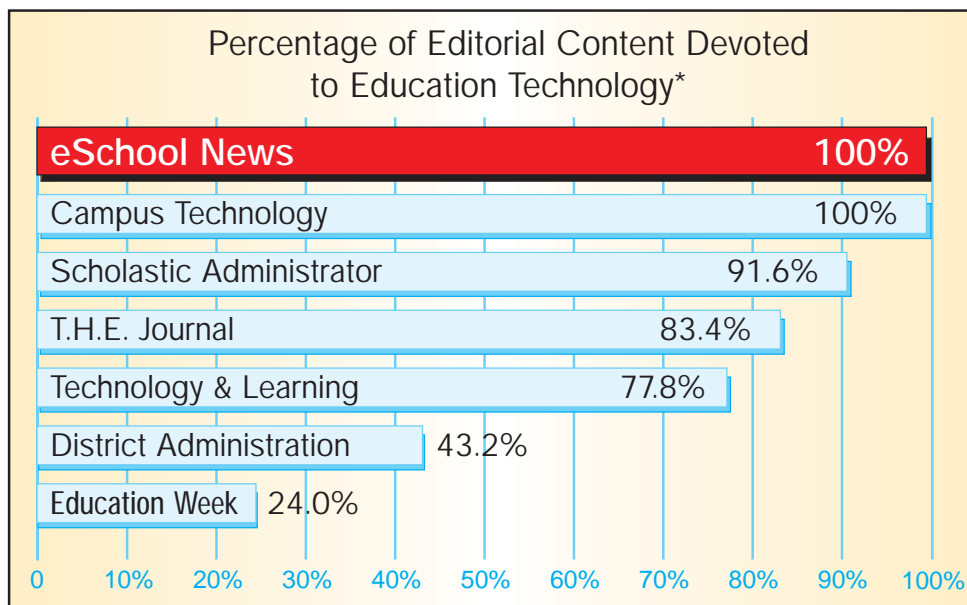
Editorial Focus on Education Technology: **100%**

Percentage of Direct Personal Requestors: **88.4%**


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

Cost Per Thousand: **Most Cost-Effective in the Field**

 Editorial focused like a laser on education technology—and nothing else—means eSchool News delivers the reader environment most conducive to your sales.



* Based on analysis of the August 2005 issue of eSchool News, Technology & Learning, Education Week, District Administration, Scholastic Administrator, T.H.E. Journal and the May 2005 issue of Campus Technology.

 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
eSchool News	81,860 / BPA May 2005	\$5,500
Education Week	48,540 / ABC June 2005	\$6,975/week
Campus Technology	50,001 / BPA May 2005	\$8,000
T.H.E. Journal	90,000 / Media Kit 2006	\$8,712
District Administration	73,079 / BPA May 2005	\$9,360
Technology & Learning	80,515 / ABC June 2005	\$10,511
Scholastic Administrator	100,578 / BPA May 2005	\$10,780

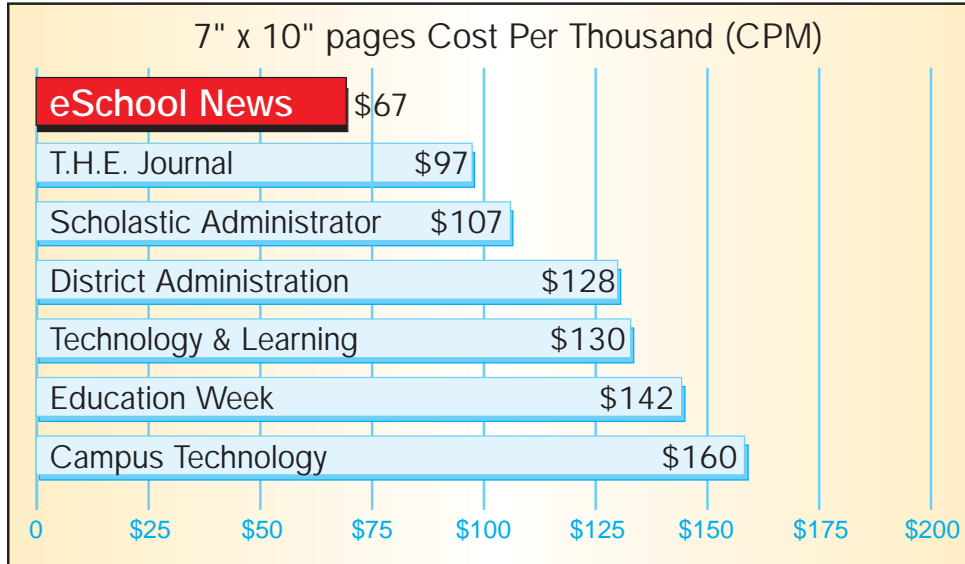


HIT YOUR TARGET

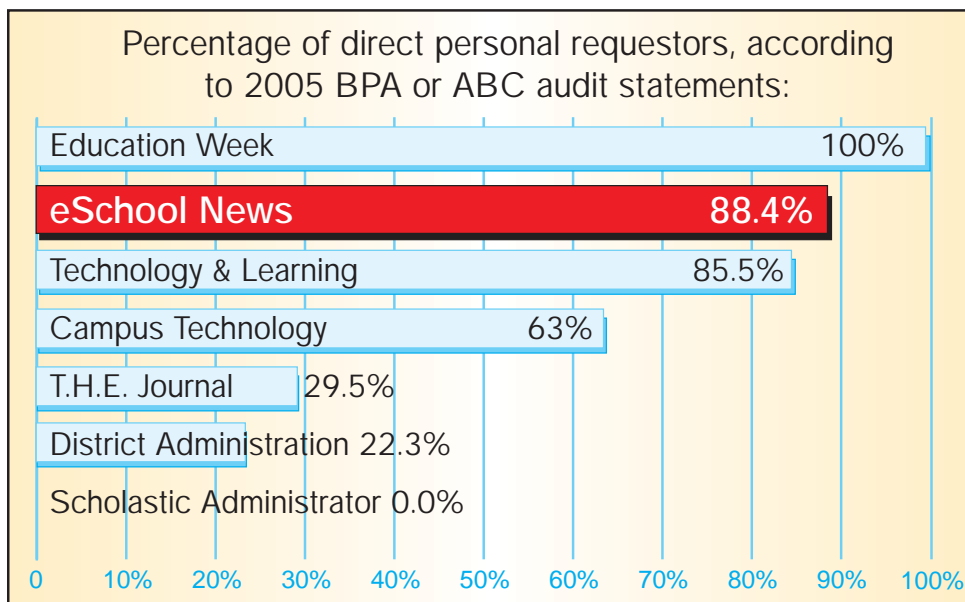
eSCHOOL NEWS NETWORK

"Targeted Ed Tech Media"

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- Lowest CPM means eSchool News is the most efficient marketing vehicle in the K-20 marketplace—by far!



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- High percentage of Direct Personal Requestors means eSchool News is desired and your ads are read by the K-20 decision makers who receive it.



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!