

eSCHOOL NEWS

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

CONTENT

All ed-tech all the time – The *eSchool News Network* keeps ed-tech buyers up-to-the-minute on the trends and developments impacting education and technology.

AUDIENCE

For all the leaders – from grade school to grad school – who decide what education buys, the *eSchool News Network* is the ed-tech authority.

▶ K-12 Central Office

- Superintendents
- CIOs, CTOs, Ed-Tech Directors
- Curriculum Administrators
- Assistant Superintendents
- Central Office Administrators

▶ K-12 Building & Campus

- Principals
- Technology Coordinators
- Librarians

▶ College & University

- CIOs, CTOs, Ed-Tech Directors
- Presidents
- Provosts
- Deans

▶ State & Federal

- Chief State School Officers
- State Departments of Education
- Governor's Office Staff
- Legislative Committee Staff
- U.S. Departments of ED, Commerce, FCC, etc.

MEDIA

Your message and our media – in the eSchool News Network.
Choose the combination that's best for you.

▶ Print

▶ Web

▶ Opt-in eMail

▶ Video



HIT YOUR TARGET
"Targeted Ed Tech Media"

7920 Norfolk Ave. #900 • Bethesda, MD 20814

1-800-394-0115 x131 • Fax: 301-913-0119

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Marketing Opportunities (a partial list)

Ask your account exec to recommend the exact combination of eSN products and services best suited to your objectives and budget

Print Advertising/Sponsorships

Display Advertising

Choose the size and frequency for the advertising campaign that best suits your sales objectives.

eSN Special Report (multimedia opportunity)

Sponsor in-depth editorial coverage of major ed-tech issues affecting K-20 buyers.

'Smart Start' Display Classifieds

Reach the K-20 buying elite via an entry-level investment and top-tier return.

Electronic Advertising/Sponsorships

Web-based Opportunities

- **Educator Resource Centers**— Sponsor a microsite tailor-made for your agenda and the field's most critical issues.
- **Online Ad Banners**— Choose how great an impression to make on K-20 tech buyers via the world's No. 1 ed-tech publication web site.
- **Opt-in eMail Newsletters**— Deliver your marketing message in tightly targeted, opt-in eNewsletters for the K-20 buying elite.
- **Webinars**— Educate prospective customers with custom-built webinars developed in partnership with the eSchool News Network.
- **K-20 Technology Solutions**— Influence ed-tech buyers through eSN's interactive buyer's guide, product showcases, and white paper library.

K-20 Content Centers

- **Funding Center**— Be top-of-mind as K-20 buyers discover the funding programs they need to buy what you sell.
- **Video Resource Center**— Broadcast your message to ed-tech buyers who get the big picture on visual learning.
- **Conference Information Center**— Sponsor a microsite that brings ed-tech's national conferences directly to K-20 buyers.
- **SAFE Center (School Actions For Emergencies)**— Sponsor the news and information educators need to prepare, react, and recover when it counts.

K-20 Content Centers cont'd...

- **Special Report Center**— Put your brand where K-20 buyers get in-depth content geared to their hot-button issues.
- **Large District Vanguard Center**— Sponsor this celebration of ed-tech success among America's greatest big school districts.
- **Best Practices Center**— Associate your brand with ed-tech success stories from schools and colleges.

eSN-TV Opportunities

- **eSN TechWatch**— Use eSN's critically acclaimed TV newscast to deliver your broadcast-style ad spots.
- **Visions of Innovation**— Showcase your CEO or key customers in our eSN-TV 'News Maker Interview' show.
- **eSN Video Marketplace**— Bring your marketing message to life just as K-20 buyers look for their next technology purchases.

Coming Soon . . . Companion Web Sites

- **eSchoolTeachers.com**— Create demand among classroom practitioners at eSN's in-depth teacher site.
- **eCampusToday.com**— Elevate your sales via higher ed's most wanted website.

eSN's Digital Publications

- **eCampus News**— Advertise in the fastest growing all-digital publication serving higher education.
- **eScuela Americana**— Expand your sales to the burgeoning ELL and Latino ed-tech market with this Spanish-language eNewsletter.
- **Classroom News**— Put your message at the head of the class with this all-digital technology publication for teachers.

eSN Awards Program Sponsorships

Tech-Savvy Superintendent Awards

Honor excellent superintendents through this print, electronic, and on-site homage to North America's most important K-12 technology leaders.

Empowered Education Awards

Sponsor this student-award program that lets kids make the case for technology's vital role in education.



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