

TRANSITION
MAGAZINE

Transition Magazine offers a full suite of education solutions for your school or district. From technology and research to training programs, eSchool News provides the most comprehensive, up-to-date information available. eSchool News is the only education magazine that offers a full suite of solutions for your school or district.

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...and more!

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eSCHOOL NEWS This Week

The Week ...

...and more!

Ask your account executive to review the options.

IMPORTANT NOTE:

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

www.eschoolnews.com/email

Reach qualified buyers when you've got their full attention

Deliver your electronic marketing message to opt-in subscribers via the eSchool News broadcast eMail program.

Your message will reach only those who have explicitly asked to receive this type of information. When you're a sponsor in one of our eMail newsletters, your marketing message will gain even more impact and authority by appearing along with the high-value editorial content produced by our award-winning editors. Or you may choose to send an exclusive message—with or without editorial content.

Unlike some others, eSchool News Opt-in eMail newsletters are not merely a "clipping service." Ed-tech buyers turn to these electronic publications for news and information, gathered and reported first-hand by the editors of eSchool News.

Here are four ways to get your message to the minds that matter:

1. **Exclusive eMail Broadcast** – An exclusive, HTML eMail broadcast service that provides K-20 decision makers with important communications from advertisers and others who partner with eSchool News. Every recipient has specifically asked to receive such information from eSchool News' partners.

Circulation: 12,000 and growing
(Ask your account exec for the latest figure).

CPM/\$125 net

Specs: Send us your HTML message with a clickable URL and a subject line of 35 characters.

[continued >>](#)



2. **eSchool News This Week** – A broadcast eNewsletter issued every Monday. It delivers a full week's worth of original must-read ed-tech news and information.

Circulation: 76,000 and growing

(Ask your account exec for the latest figure).

CPM/\$50 net



3. **Tools for Schools** – A broadcast eNewsletter issued every Wednesday. It delivers case studies, best practices, new product information, opinion polls, and how-to articles.

Circulation: 70,000 and growing

(Ask your account exec for the latest figure).

CPM/\$50 net

4. **eSchool News Today** – A broadcast eNewsletter that delivers the day's hottest original ed-tech news straight to the eMail in-boxes of the men and women responsible for technology purchases in the schools and colleges of North America.

Circulation: 44,000 and growing, every school day

(Ask your account exec for the latest figure).

CPM/\$50 net per week (5 consecutive insertions)

Specs:

All GIF or JPEG, up to 3 loops

(1) Leaderboard– 728x90 pixels, up to 20K file size

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

(3) 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

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FOR MORE INFORMATION

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