

# 2008 Online Advertising Rates

## eSN ONLINE BANNERS (We accept GIF, JPEG, Rich Media & Third Party served ads)

Banner Type	Pixel Size	Max file size	Total *CPM-I
Leaderboard	728 x 90	20k	\$75 net; \$88 gross
Skyscraper	160 x 600	20k	\$75 net; \$88 gross
Top Banners	468 x 60	20k	\$60 net; \$70 gross
Embedded (within editorial)	300 x 250	20k	\$65 net; \$76 gross
Center Banner	468 x 60	20k	\$60 net; \$70 gross
Anchorboard	728 x 90	20k	\$65 net; \$76 gross

\*CPM-I (cost per thousand impressions)

An impression, as defined by the Interactive Advertising Bureau, is a measurement of responses from a web server to a page request from the user browser. Robotic activity and error codes are filtered out before the impression count is reported.

## eSN OPT-IN eMAIL MARKETING SPONSORSHIPS

### eSN Exclusive eMail Sponsorship— *Your direct line to buyers*

(Specifications: HTML; customized to sponsor requirements; please consult your Account Executive.)

CPM/\$125 net; \$148 gross      Circulation: 12,000 and growing (check with your account exec)

### eSN eMail Newsletter Sponsorships— *Three routes to minds that matter*

(Specifications: GIF or JPEG; Leaderboard (728x90), Box Ad (300x250), Core Banner (468x60)  
15k file size, 3 loops, no flash)

#### 1. eSchool News This Week— *An eNewsletter broadcast every Monday.*

CPM/\$50 net; \$59 gross      Circulation: 78,000 and growing (check with your account exec)

#### 2. eSN's Tools for Schools— *An eNewsletter broadcast every Wednesday.*

CPM/\$50 net; \$59 gross      Circulation: 71,000 and growing (check with your account exec)

#### 3. eSchool News Today— *An eNewsletter broadcast every school day.*

CPM/\$50 net; \$59 gross      Circulation: 44,000 and growing (check with your account exec)

## eSN NETWORK SPONSORSHIPS Fresh Media for Strong Sales

eSN-TV's TechWatch, Visions of Innovation, Video Features, Webinars, Podcasts

Tune in to cutting-edge marketing. Call us for availability, pricing, and specifications.

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## eSN ONLINE MICROSITES

### Educator's Resource Center

micro-sites featuring custom content on major issues; see <http://www.eschoolnews.com/resources/>

Frequency (per quarter)	1x	2x	3x	4x
<b>Exclusive</b>	\$9,500 net; \$11,176 gross	\$9,000 net; \$10,588 gross	\$8,500 net; \$10,000 gross	\$7,500 net; \$8,823 gross

### K-20 Online Content Centers

Funding Center, Video Resource Center, Conference Information Center, SAFE (School Actions For Emergencies) Center, Special Report Center, Large-District Vanguard Center, Best Practices Center

**\$1,500 net/month per Content Center**

\* Introductory, volume, and frequency discounts may apply.

## eSN ALL-DIGITAL PUBLICATIONS FOR SPECIAL MARKETS

**eCampus News** – Monthly publication exclusively for higher education

**Classroom News** – Monthly K-12 publication for teachers

**eScuela Americana** – Monthly ed-tech news and information for Spanish-speaking educators

Frequency	12 months	6 months	3 months	1 month
<b>Pricing (net)</b>	\$6,000 (\$500/month)	\$3,500 (\$583/month)	\$2,000 (\$667/month)	\$750 (\$750/month)

See our companion web sites: [eSchoolTeachers.com](http://eSchoolTeachers.com) [eCampusToday.com](http://eCampusToday.com)

## Lowest Ad Rates of Any School Technology Website!

### Terms & Discounts

Prepayment required on first insertion. Net 30 days. Advertisers billed at contract rate who fail to fulfill contract terms will be short-rated. Contract discounts/commissions are canceled if account is not paid within 45 days of invoice date. Cancellations are not accepted after the contracted start date. Rates and conditions are subject to change without notice.

### General Policies

The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this rate card. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card. Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from the loss or expense on claims or suits based upon contents of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. The publisher does not assume liability for publisher errors in any advertisement beyond the cost of the space occupied by the individual item in which the error appeared. All claims must be made within 10 days of publication. No rebates allowed for errors by publisher. Any advertiser under contract not supplying ad

material by closing date will have previous ad repeated or a public service ad posted and will be billed in full at the contract rate. All agreements are subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control. Further, the publisher shall not be liable for failure to publish an advertisement. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of copy which, in the publisher's opinion, resembles editorial matter.

### Ad Agency Commission & Past Due Charges

Agency commission is 15 percent of gross to recognized agencies on space and color if total amount due is paid in full within 30 days of insertion date. The advertiser and its advertising agency, if there is one, are jointly and severally liable for payment of all monies due and payable to the publisher. Commissions not allowed on other charges such as production costs, conversions, typesetting, reprints and copywriting. A charge of 1 1/2 percent per month (18 percent per year) will be made on all unpaid balances 30 days old or older. Any advertiser under contract not supplying online creative by the materials closing date will be offered an opportunity for alternative placement. If unable to accept a replacement date and/or position, advertiser will be billed for the time and impressions that would have been served had creative arrived by deadline.