

www.eschoolnews.com/video/techwatch

Hit your sales targets with the hottest medium in K-20 marketing

Deliver your marketing message via the most effective emerging medium in marketing -- internet- and cable-based video. Your high-impact video message gets powerful play via:

- eSchool News Online and allied association web sites
- PEG (Public Education Government) cable channels from coast to coast
- State, city, and district educational Wide Area Networks
- Web-based video casts on iTunes, YouTube, Yahoo Video, and more

In the style of broadcasting's "nightly news," your 15- or 30-second commercial or sponsor acknowledgement is showcased within eSN-TV's critically acclaimed monthly and weekly newscast. Viewers choose between short- and long-form news programming:

1. **eSN TechWatch monthly** 22-minute news program is posted at **eSN Online** on the first Monday of each month. It is distributed to **eSN Network Affiliate** school districts and education agencies as well as to **Apple's iTunes** on the second Monday of each month.
2. **eSN TechWatch weekly** five-minute programs are posted each Monday at eSN Online and simultaneously distributed via clickable banner in our broadcast eMail newsletter eSN This Week every Monday. The weekly program also is posted to YouTube, Yahoo Video, and more.

Monthly eSN TechWatch

Reservation & Materials Deadline for supplied spots:

Five days before air date on Second Monday of each Month

Four 15- or 30-second video spot positions are available (opening, first interstitial, second interstitial, closing) -- first ordered, first choice of position. (Prices shown are for supplied spots; spot production also is available.!)

All Four slots @ \$6,000/month net

Any Three slots @ \$5,000/month net

Any Two slots @ \$4,000/month net

[continued >>](#)



Value-added benefits:

Plus, at no extra cost, you may provide a box web banner (300 x 250 pixels) that will post at eSN Online adjacent to the video while your commercial spot is playing. In addition, your company name or product name will be cited in a line listing adjacent to the sponsored video throughout its air play.

FOR RESERVATIONS OR MORE INFORMATION

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HIT YOUR TARGET
"Targeted Ed Tech Media"

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Weekly eSN TechWatch

Reservation & Materials Deadline for supplied spots:
Ten working days before air date every Monday

One 15- or 30-second video spot position available. . (Prices shown are for supplied spots; spot production also is available.)

One slot @ \$750/week net

Spot Production Available

eSN-TV will produce basic 15- or 30-second video graphics/animation, voice-over for one-time \$750/spot net in advance with four weeks lead time. (eSN-TV spot order required for video-production service)

Materials Deadline: Four weeks prior to air play
Specs for 15- or 30-second video spot produced for you by eSN-TV (client or agency supplies these materials; we do the rest):

- High-resolution corporate or product logo in jpg, gif
- Destination URL for customer inquiries
- Destination URL for requests for more information (may be same as above)
- High-resolution photo(s) of your featured product or 10-second video clip of featured product
- Up to three bulleted key sales points about your company, product, or service
- Up to 150 words for voice-over about your company, product, or service
- Information on how potential customers may contact you— may include contact name, eMail address, 800 number, web site URL, postal address

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