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Let the Ed-Tech News Leader help you. . .

- Build your brand
- Generate red-hot sales leads
- Educate K-20 buyers
- Raise your market profile

A webinar is a strong, interactive program that can bring you brand recognition, prestige in the marketplace, and highly qualified leads while simultaneously providing a tremendous service to educational technology leaders. As a main page feature of **eSchool News Online**, our webinars are custom built and designed around a topic chosen by you and our editorial staff with you as the exclusive sponsor.

Check out these great features and benefits of sponsoring webinars through the **eSchool News Network**:

- A Top Banner runs for at least one month on our website announcing your program.
- The Top Banner will also run in our **eSchool News Today**, **This Week**, and **Tools for Schools** eMail newsletters for a full month.
- We will also draw attention to specific webinars in the "Online Update" column of our monthly print newspaper.
- eMails acknowledging and thanking each registrant are sent.
- Reminder eMails go to each registrant one week and one day prior to the event.
- Leads will be gathered and sent to you in an excel spreadsheet on all the registrants, with full contact information including eMail addresses.
- The webinar will then be made available to you for your continued use after the program runs.
- An archived version will be available on our website for an additional 12 months.
- A follow-up eMail will be sent to each registrant with thanks.
- After the event, we will promote the archived version to our entire audience of over 600,000 ed-tech decision makers.

**Check with your sales rep to get the most cost-effective pricing in the marketplace – with strong discounts for volume orders.**



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