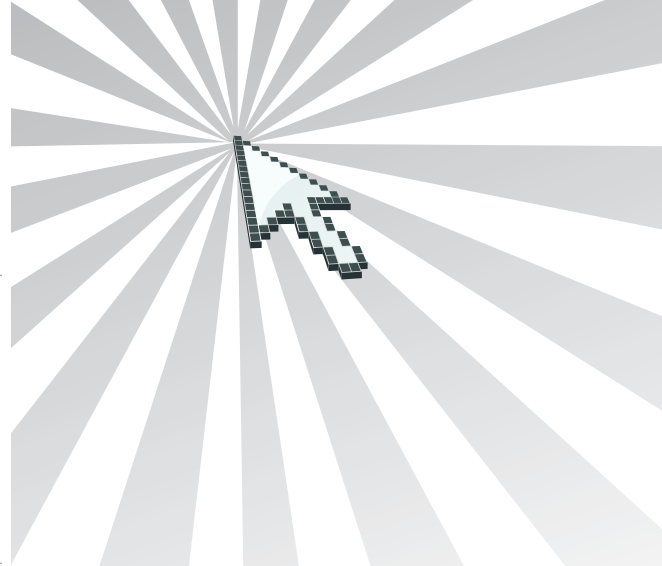


# edweek.org



**E**dweek.org is the home of the most respected brands in K-12 news and analysis, including *Education Week*, *Digital Directions*, the EPE Research Center, the *Teacher Professional Development Sourcebook*, and *TopSchoolJobs.org*.

Educators come first to edweek.org for the day's K-12 news and perspective, and to connect with other educators using edweek.org's interactive features like article comments, blogs, chats, and discussion forums.

Almost **one million educators**, including leading administrators, teacher-leaders, and policymakers, have registered to access edweek.org's content and community. Marketers looking to reach engaged and high-value customers on the Web start with edweek.org.

Edweek.org visitors spend, on average, more than 8 minutes and view 5 pages per session with our content and community.

Let us help you achieve your marketing objectives with one of our online products or packages, or with a custom-designed, innovative advertising program.



EDUCATION WEEK®

Digital Directions

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P  
E  
RC  
RESEARCH  
CENTER

TEACHER

Top  
SchoolJobs  
.org

## BANNER ADS

Reach our entire online audience, or just a targeted portion, with a banner campaign on edweek.org. Ads are sold on a per thousand impression basis, in 50,000 impression increments. **All three creative sizes (rectangle, skyscraper, leaderboard) are required.**

### PRICING

Run-of-site (ROS) banners: CPM \$59

With rich media and video functionality: CPM \$65

\* Minimum buy 50,000 impressions.



## ONLINE PACKAGES AND PROGRAMS

Use one or more of these specially designed packages to reach your marketing objectives. Each package provides unique opportunities to connect with the audience that best suits your advertising needs. Packages include banner advertisements, sponsorships, and placements in our various e-newsletters. Custom packages are also available based on your needs.

### Introductory Program

This program is a good first step for advertisers who are new to online advertising, whether they need to build brand awareness or have a direct response / lead generation offer.

■ Cost: \$8,800 for 1-month duration

#### INTRODUCTORY PROGRAM INCLUDES

- 100,000 ROS impressions with universal ad package (300 x 250, 728 x 90, 160 x 600)
- 3 insertions in advertiser's choice of our monthly e-newsletters during the month

### NEW! Rich Media and Video Functionality

Rich media and video ads allow for much more creativity within banner ads that run on edweek.org. Includes peel-back ads, expanding ads, user-initiated audio/video and user surveys.

#### Medium Rectangle: 300 x 250

Proven high-performance format positioned alongside editorial content for maximum exposure.

#### Wide Skyscraper: 160 x 600

Dominate the page and enjoy side-by-side positioning with premium editorial content.

#### Leaderboard: 728 x 90

Top of screen positioning on section and article pages gives this extra impact.

### Education Week Technology Package

■ Cost: \$14,075 for 3-month duration

#### EDUCATION WEEK TECHNOLOGY PACKAGE INCLUDES

- 100,000 banners targeted within edweek.org technology article pages
- Sponsor banner on edweek.org technology section cover page [www.edweek.org/ew/topics/technology/index.html](http://www.edweek.org/ew/topics/technology/index.html)
- Sponsor banner on "Technology in Education" Issues A-Z page (Link)

### Digital Directions Package

■ Cost: \$14,075 for 3-month duration

#### DIGITAL DIRECTIONS PACKAGE INCLUDES

- 100,000 banners targeted to *Digital Directions* pages
- Sponsor banner on *Digital Directions* homepage
- Sponsorship of 1 *Digital Directions* chat (includes ad in e-mail blast + sponsor logo on chat pages)
- 1 standard placement in *Digital Directions* e-newsletter

### Teacher Channel Package

Audience: teachers, principals, directors

■ Cost: \$14,075 for 1-month duration

#### TEACHER CHANNEL PACKAGE INCLUDES

- 100,000 banners targeted within the Teacher Channel
- Sponsor banner on Teacher homepage
- 2 placements in Teacher Update e-newsletter
- 1 standard placement in *Digital Directions* e-newsletter

## E-NEWSLETTERS

Our content-rich e-newsletters reach a targeted and engaged audience of over one million\* opt-in subscribers, including teacher-leaders, administrators, principals, district-level personnel, and local and state-level policy makers.



### EdWeek Update

A weekly e-newsletter featuring web-only stories and the latest, most important stories of the week from *Education Week* and edweek.org.

*Subscribers: 300,000\**

*Superintendents, Administrators, Principals, and Teachers*

■ **Cost per position: \$4,500**

### Teacher Update

A weekly e-newsletter presenting top stories of the week of special interest to teacher-leaders.

*Subscribers: 223,000\**

*Teachers, Principals, and Directors/Managers*

■ **Cost per position: \$3,200**

### Digital Directions

A monthly e-newsletter featuring the latest education technology coverage from *Digital Directions*, *Education Week* and more.

*Subscribers: 78,000\**

*CIOs, Superintendents/Assistant Superintendents, Technology Directors, Technology Coordinators, and Grant Coordinators*

■ **Cost per position: \$2,000**

### NCLB Alert

A monthly e-newsletter focused on the latest news about the No Child Left Behind Act.

*Subscribers: 82,500\**

*Principals, Administrators, Superintendents, State Legislators, and Federal, State and Local Policy-Makers*

■ **Cost per position: \$1,425**

### Curriculum Matters

A monthly roundup of curriculum-related news and analysis from *Education Week*.

*Subscribers: 93,000\**

*Teachers, Curriculum Coordinators, Principals, District Curriculum Specialists, and Charter School Directors*

■ **Cost per position: \$1,500**

### Accountability Alert

A monthly report on efforts designed to hold schools accountable for academic performance.

*Subscribers: 69,000\**

*State-level and District-level Testing & Assessment Directors, Curriculum Coordinators, Principals, and Administrators*

■ **Cost per position: \$1,200**

### Research Connections

A monthly e-newsletter providing the latest in education policy and analysis from the EPE Research Center.

*Subscribers: 61,600\**

*Administrators, Federal, State and Local Policy-Makers, and Education Researchers*

■ **Cost per position: \$1,200**

### Career Coach

A monthly e-newsletter featuring top stories, tips, and resources on career and professional development.

*Subscribers: 68,000\**

*Teachers, Administrators, and Principals*

■ **Cost per position: \$1,200**

### Teacher Recruiter

A monthly e-newsletter offering news, advice, and resources on school recruitment and retention issues.

*Subscribers: 47,000\**

*Teachers, Administrators, Principals, District Personnel, and Human Resources Coordinators*

■ **Cost per position: \$1,200**

### Section Sponsorships

Sponsor an editorial section in either our *Digital Directions* or *Career Coach* e-newsletters for additional coverage. Section Sponsorship Ad includes an 88 x 31 micro banner at top of section, plus a text/image ad with link.

■ **Cost per position: \$2,600 for *Digital Directions***

■ **Cost per position: \$2,000 for *Career Coach***



\* Subscriber numbers shown are as of July 1, 2008. Thousands of new subscribers opt-in each month to receive our e-newsletters.

\*\* Frequency discounts available. Contact your sales representative for more information.

# SPECIAL ONLINE OPPORTUNITIES

## White Papers

Our new Market Intelligence product features a library of white papers, case studies, and product literature from the companies that matter most in K-12 education.

We offer two tailored options to highlight your company's contributions to the education industry.

### BASIC WHITE PAPER PACKAGE

1-MONTH POSTING \$999

3-MONTH POSTING \$2,500

- 90-day posting of advertorial content (PDF or other static format with file size limit of 3MB)
- Basic registration form to capture reader contact info (name, e-mail, street address, city, state, zip, country, phone, job title, company name)
- Company logo on registration form
- Options for delivery of lead info in real time, nightly, or weekly
- Leads filtered to remove "junk"

### PREMIUM WHITE PAPER PACKAGE – All Basic Level features plus:

1-MONTH POSTING \$1,500

3-MONTH POSTING \$3,500

- Enhanced registration form with up to 6 custom questions (multiple choice, drop-down, open-ended)
- Optional lead qualification (A/B/C) based on responses to custom questions
- Featured placement of content listing in promotional box on edweek.org home page for 90 days

## Webinars

Build brand awareness and generate high-quality leads with direct access to our highly engaged and pre-qualified audience. Webinar sponsorships are highly customizable. Options include sponsorship of a pre-planned edweek.org editorial event or broadcasting your own webinar content on our platform.

### WEBINAR EVENTS INCLUDE

- Pre-event promotion through print ads in *Education Week* and/or *Digital Directions*
- Pre-event promotion online through e-newsletters, banner ads, and broadcast e-mails to our subscribers
- Lead capture
- Archive of webinar event on edweek.org, with lead capture up to 90 days.

## Open House Sponsorships

Our open houses are among the most highly trafficked days on edweek.org. Make sure your company is seen with an Open House Sponsorship. **Limited availability.**

### OPEN HOUSE SPONSORSHIPS INCLUDE

- Banner spot on edweek.org Home Page (300 x 100)
- Mini-Leaderboard (225 x 90 banner) on nearly all pages
- ROS Banners (300 x 250, 728 x 90, 160 x 600 banners)
- E-Newsletters (Sponsorship mention in all newsletters during Open House period)

## Advertiser-Only E-Mail Blasts

Reach over 75,000 subscribers with an exclusive e-mail blast containing your marketing message. These subscribers have asked to hear from our advertisers. Includes 100,000 ROS banners ads.

- **Cost: \$11,750**

## Interstitials

Interstitials offer the impact of a spread ad, and are full-page banner ads that pop up as users browse through edweek.org. Interstitials are sold on a two-week or monthly basis.

- **Cost: \$10,000 for a one month campaign**

## Chat Sponsorships

Chat sponsorships offer an opportunity to access edweek.org chat participants, some of the most engaged visitors on the site. Advertisers may choose to sponsor one chat, a series of chats within the same topic area, or all edweek.org chats in a given time-frame.

## Scheduling & Topics

The edweek.org editors are committed to presenting:

- A monthly *Digital Directions* technology chat shortly after release of the *Digital Directions* e-newsletter
- A monthly curriculum chat shortly after release of the *Curriculum Matters* e-newsletter
- Other topics on an ad-hoc basis, e.g., professional development

### CHAT SPONSORSHIPS INCLUDE

- Exclusive 300x250 ad in pre-chat email announcement (285,000+ recipients per send)
- 160 x 600 skyscraper banner ad placement on live chat page
- "Sponsored by" mention at beginning of chat and at intermission.
- Sponsor banner placement on chat transcript page (minimum 120 x 90)
- Each chat attracts an average of 450-500 visitors.

Please contact your sales representative for other online opportunities such as:

- Targeted Banner Ads
- Search Tool Sponsorships
- Article Tool Sponsorships
- Content-Oriented Packages and Sponsorships