



Lead Generation

Banner and E-newsletter Advertising

Email List Rental

# Fast and effective ways to reach K-20 technology decision makers

**Executives**

**Administrators**

**Technologists**

**Teachers**

Contact:

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**pbp**media

## About EducationTechNews.com

EducationTechNews.com focuses on technology issues facing decision makers and technologists in K-12 and Higher Education. An interactive publication with over 400,000 subscribers, EducationTechNews.com features daily news updates, opinion, and in-depth reports – all focused on helping readers help their institutions via proven application of technology.

<b>Job Title</b>	<b>Percentage</b>
Upper Management (Executives, Administrators)	34%
Technology (IT Director, Network Administrator)	21%
Teachers/Professors	18%
Principals	6%
Librarian	6%
Research	5%
Other	10%

<b>Enrollment</b>	<b>Percentage</b>
25k+	9%
10,000-24,999	16%
2,500-9,999	19%
500-2,499	33%
<500	23%

## Subscribers and technology areas where they're investing

EducationTechNews.com subscribers are active in the decision making process, from identifying needs to selecting products and solutions, to purchase authorization and integration. Outstanding promotional opportunities exist for vendors in the areas listed below and more.

Products & services in which subscribers are planning to invest in 2010	Percentage
Laptops	36%
Desktops	28%
Software/systems	28%
Mobile	24%
Digital media	22%
eLearning/LMS	20%
Data/Document management	13%
Web 2.0	13%
Network/wireless	13%
Servers	10%
Security	8%
Email	5%

## Lead Generation Solutions

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As a high-ROI, low-risk medium, lead generation is one of our most popular offerings. All of our lead generation programs feature:

- High return on investment – you pay only for qualified leads.
- “Push” model which ensures that your content reaches prospects at the time they need your services – versus waiting for prospects to find you.
- We work with you throughout the campaign to ensure you’re receiving the kinds of prospects you need.
- Flexible data collection and transmission capabilities – you choose the data elements you want to collect, and you also choose how and when you want the data delivered.
- Scalability – generate 100 or 1000 or more leads, at your pace.

## Email and Online Lead Generation

Leverage your existing assets such as whitepapers, webcasts, podcasts, and webinars to generate prospects for your sales and marketing teams. We promote your offerings across our content network and send you only the qualified leads who respond. Our lead generation team works closely with you to optimize placement areas which can include websites, e-newsletters, dedicated email blasts, and more.

## Call Center Lead Generation

Leverage our call centers to help qualify and generate prospects for your sales team rapidly. This program features all of the benefits listed above, plus:

- Ability for you to reach large numbers of our subscribers quickly, with a “human” touch that helps promote and reinforce your brand in ways not possible with print or electronic media.
- Ability to pre-screen potential buyers.

## Rates

- Lead generation programs are offered on a cost per lead basis.
- Call for rates.

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## Banner & E-Newsletter Advertising

Promote your brand quickly and generate visits to your website by using cost-effective e-newsletter and website advertising.

Ad Unit	Position	Specifications	Weekly Impressions	Rate
728x90 Leaderboard	Web – top; ROS or Geo-targeted	Jpg, Gif, or Flash; 25k max file size	150,000	\$30/CPM
728x90 Leaderboard	Weekly e-newsletter	Jpg, or Gif; 25k max file size	250,000	\$2,095/week*
300x250 Rectangle	Web - Right side; ROS or Geo-targeted	Jpg, Gif, or Flash; 25k max file size	300,000	\$30/CPM
300x250 Rectangle	Weekly e-newsletter	Jpg, or Gif; 25k max file size	250,000	\$2,095/week*
300x250 Rectangle	Web – In-story; ROS or Geo-targeted	Jpg, or Gif; 25k max file size	150,000	\$30/CPM

\*Discounts available for multi-week runs.

### Ad Animation/Looping Guidelines

- Ad loops – 4 loops maximum
- Total animation time – 30 seconds
- Ads may not contain persistent rapid or “strobing” animation

## Email List Rental

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Reach our subscribers quickly via e-blast. We send out the email using your creative, and we provide you with timely reports on campaign performance including opens and clicks.

Email our entire subscriber list or select a portion of it. Call for detailed counts. Choose from:

- Job title
- Institution type
- Enrollment size
- State or metro area

### Guidelines

- Recommended maximum HTML width: 600 pixels
- Images must be Jpg or Gif only; no Flash is accepted
- Subject line and text version of email are required
- Send suppression list as .xls or tab-delimited text file

### Rates

- \$200/CPM
- \$250/CPM for selects listed above

## Creative Guidelines and Contact Information

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EducationTechNews.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content on the screen. EducationTechNews.com prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content is news, rather than advertising. Fonts and text elements may not resemble EducationTechNews.com content.

### Deadlines

All materials are due one week prior to flight date.

### Contact

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