

Additional Marketing Channels

Round out your high-value messaging to college and university decision makers with these three powerful programs from eCampus News

Webinars

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** and/or **eCampus 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.

List Rentals

A mailing list is only as good as the track record behind it. Now, **eSchool Media**, the leading education technology publishing and online content provider, has compiled a truly unique list of proven decision makers who have demonstrated an active interest in education and technology. Draw on the highly qualified audiences of **eCampus News**, **eSchool News**, and **eClassroom News** to fashion the list targeting the combination of ed-tech buyers exactly right for you.

Digital Marketing Services

Convert your printed marketing and promotional material to accessible "WebBooks" -- electronic versions of old-fashioned paper publications, right down to allowing the reader to "flip" the pages. **eSchool Media**, publisher of **eCampus News**, will convert your press-ready PDFs into user-pleasing, fast-downloading, eco-friendly WebBooks. Augment your print distribution to your own eMail lists by renting our Buyers eMail Lists. Then your materials will go to your lists AND ours for maximum impact. Ask your account exec for the details.

The screenshot shows a webinar interface. At the top, it features logos for 'eCampus News', 'Absolute Software', and 'eSCHOOL NEWS'. The main title is 'Laptop Management: Accountability for 1:1 Learning in the 21st Century', hosted by eSchool News and sponsored by Absolute Software. Below the title, it states the session will begin at 2:00 pm Eastern (New York time). A 'While you are waiting:' section lists instructions: confirm connection speed, configure microphone and speakers, share profile information, and view other participants. A 'Join via Teleconference' button is visible. To the right, there's an 'About the Presenters' section with three photos and bios: Dan Turner (Director of Information Services for British Columbia's largest school), Michelle Benham (classroom teacher and education award winner), and Geoff Glave (Product Manager at Absolute Software).