

Sustainable Marketing for the New Digital Age

Get your sales message in front of more than 51,000 higher-education technology buyers quickly and efficiently with **eCampus News**—the digital newsmagazine for today's higher-ed leader.

From America's leading ed-tech news organization comes a powerful new digital monthly newsmagazine for higher education—**eCampus News**.

eCampus News is the only monthly digital newsmagazine focused exclusively on the use of technology in higher education. We cover all the late-breaking developments, providing original technology news and reports for community colleges, public and private four-year colleges, graduate schools, research universities, and university systems throughout North America. That's why **eCampus News** is the medium of choice for savvy marketers whose sales depend on influencing top decision makers in the higher-education market.

Advertise in **eCampus News** today, and tomorrow you'll reap all the immediate benefits of a critically acclaimed digital newsmagazine delivered straight to the in-boxes of your primary sales prospects.

Here's why you should advertise in eCampus News!

eCampus News is all about news and the latest developments affecting campus technology

- 100% original news content from the editorial team of **eSchool Media**

eCampus News is delivered fast because it's 100 percent electronic

- **eCampus News** is sent digitally the first week of each month



eCampus News circulation is focused around your prime sales prospects:

- 85% Executive Directors, Administrators and IT Decision Makers (including Presidents, Provosts, CIOs, CTOs, Vice Presidents, and Deans)
- 7% Instruction Program Directors (including Subject-Area Chairs, Athletics Directors, and Curriculum Directors)
- 5% is Institutes/Research Programs/Associations (including Institute Directors and Research Directors)
- 3% is Campus Services/ Consultants & Vendors (including Facilities Directors, Bookstore Operators, and Technology Providers)
- **eCampus News** offers readers both PDF and WebBooks formats, which represent many advantages over traditional print magazines including searching, archiving, and web-linking options

eCampus News is your most cost effective media buy for higher education

- Because we're digital, we can offer you the lowest costs in the marketplace— as low as just \$50 CPM

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