



*e*CAMPUS NEWS

2010 MEDIA KIT

100% higher-ed technology focus

Reaches key ed-tech buyers
from coast to coast

85% of our readers are
administrators & IT decision makers

*e*SCHOOL MEDIA INC.

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Editorial Calendar**

eCampus News is dedicated to helping higher-education officials lead their institutions in 21st-century teaching, learning, and research by featuring the latest educational technology news and information, expert advice, best practices, and special reports. Each month, our elite higher-education decision makers—**your best sales prospects**—meticulously review this information to help them evaluate and purchase technology products and services for their colleges and universities.

ISSUE	HIGHLIGHTS	BONUS COVERAGE
January 2010 Space Reservation: Dec. 11, 2009 Materials Deadline: Dec. 18, 2009	Special Focus— <u>Money Matters</u> : Bonus section focusing on cost-containment strategies, savvy budgeting and purchasing practices, leveraging federal stimulus funding, and other grants and funding sources. Includes YOUR own story: "Advertisers' Solutions: How Efficient and Cost-Effective Products Enrich Learning and Preserve Scarce Resources." Special Feature— Trends in Supercomputing	State & Regional Conferences & Seminars
February 2010 Space Reservation: Jan. 15, 2010 Materials Deadline: Jan. 22, 2010	Special Focus— <u>"Green" Campuses</u> : New developments in energy-efficient and environmentally friendly building and computing technologies, campus sustainability projects, and more. Special Feature— Software Virtualization	State & Regional Conferences & Seminars
March 2010 Space Reservation: Feb. 12, 2010 Materials Deadline: Feb. 19, 2010	Special Focus— <u>Open Technologies</u> : Open-source software initiatives (including open learning management systems), open courseware projects, and more. Special Feature— Spotlight on Assessment	American Council on Education (ACE) Annual Conference, March 6-10, Phoenix
April 2010 Space Reservation: March 12, 2010 Materials Deadline: March 19, 2010	Special Focus— <u>Network Infrastructure</u> : Wiring, cabling, routers, switches, and network servers; wireless routers, antennas, and access points; voice-over-IP systems; telephony and telecommunications services; cellular service; and more. Special Feature— Spotlight on Internet2 Applications	Association for Information Communications Technology Professionals in Higher Education (ACUTA) Annual Conference, April 18-21, San Antonio
May 2010 Space Reservation: April 16, 2010 Materials Deadline: April 23, 2010	Special Focus— <u>Student & Alumni Outreach</u> : Student recruiting, retention, tutoring, and support systems; Customer Relations Management (CRM) software; automatic calling systems; fundraising and alumni outreach tools; and more. Special Feature— Spotlight on Food Service	State & Regional Conferences & Seminars
June 2010 Space Reservation: May 14, 2010 Materials Deadline: May 21, 2010	Special Focus— <u>AV Systems & Presentation Tools</u> : Digital projectors and document cameras; interactive whiteboards and personal response systems; "smart" consoles; digital signage; instructional and streaming video services; media capturing, archiving, and distribution systems; video conferencing systems; video production and editing tools; and more. Special Feature— Printing & Imaging Solutions	InfoComm 2010, June 9-11, Las Vegas
July 2010 Space Reservation: June 11, 2010 Materials Deadline: June 18, 2010	Special Focus— <u>Enterprise Software</u> : Procurement, HR, and finance systems; financial aid and admissions software; student information systems; data tracking, analysis, and reporting tools; calendaring and scheduling software; and more. Special Feature— Data Storage & Backup	National Association of College and University Business Officials (NACUBO) Annual Conference, July 24-27, San Francisco

**Editorial schedules subject to change without notice.



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ISSUE	HIGHLIGHTS	BONUS COVERAGE
August 2010 Space Reservation: July 16, 2010 Materials Deadline: July 23, 2010	Special Focus — <u>Campus Safety</u> : Emergency response systems; video surveillance systems; building access and control systems; campus crisis and communications plans; and more. Special Feature — Accessible & Assistive Technologies	State & Regional Conferences & Seminars
September 2010 Space Reservation: Aug. 13, 2010 Materials Deadline: Aug. 20, 2010	Special Focus — <u>Construction & Renovation</u> : New trends and recent developments in architectural design and building technologies for campus dormitories, classroom spaces, laboratories, libraries, athletic facilities, and more. Special Feature — Focus on 21st-Century Skills	State & Regional Conferences & Seminars
October 2010 Space Reservation: Sept. 17, 2010 Materials Deadline: Sept. 24, 2010	Special Focus — <u>Network Administration</u> : Network operating systems; remote access and monitoring tools; bandwidth management tools; software distribution systems; network asset management software; network, desktop, and data security software; firewalls; antivirus, antispam, and anti-phishing software; domain name system (DNS) resolution; help-desk solutions; and more. Special Feature — Campus eMail Systems	EDUCAUSE Annual Conference, Oct. 12-15, Anaheim
November 2010 Space Reservation: Oct. 15, 2010 Materials Deadline: Oct. 22, 2010	Special Focus — <u>Campus Libraries</u> : Library automation software; library asset management systems; online reference databases; scanning, digitizing, and archiving services; centralized media storage and distribution systems; and more. Special Feature — Spotlight on Electronic Textbooks	Sloan-C Annual Conference on Online Learning (dates and location to be announced)
December 2010 Space Reservation: Nov. 12, 2010 Materials Deadline: Nov. 19, 2010	Special Focus — <u>Online Learning</u> : New developments in learning and course management systems, hybrid classes, online courses and degree programs, validated learning, and more. Special Feature — Emerging Wireless Technologies	State & Regional Conferences & Seminars

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Featured in eCampus News...

Front Lines: Quick-hitting items of interest to campus executives.

Success at the Top: Profiles of America's most successful higher-education officials.

In the News: Critically acclaimed coverage of breaking news, emerging trends, and recent developments in campus technology.

Leading Edge: A look at brand-new and just-over-the-horizon technologies that are sure to affect higher education.

Behind the Enterprise: News, trends, and best practices for using technology to drive the eCampus enterprise.

Teaching & Research: The latest ed-tech developments affecting higher-ed classrooms and research labs.

eCampus Security: News, trends, and best practices in ensuring campus safety and security.

OpenCourse Overture: In partnership with the OpenCourse Consortium, a monthly roundup of the most exciting OpenCourse content making its debut online.

Money Matters: Success stories, trends, and recent developments in the world of higher-education fundraising and finance.

Law & Ethics: News and analysis of the legal and ethical implications for campus technology use.

Eye on the Ball: Recent developments at the intersection of technology and college athletics.

NetWatch: The month's top higher-ed web sites for teaching, learning, and leading.

Product Spotlight: New technology products of interest to higher education.

eCampus Partners: Key organizations and leading companies supporting the eCampus movement.



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Editorial Mission

“Technology News for Today’s Higher-Ed Leader”

Welcome to the **eCampus News Network**, the No. 1 source for the ed-tech buying elite.

The **eCampus News Network** – as detailed in this media kit – is a news and information organization delivering web, eMail, webinars, and video communications to over 80,000 college and university decision makers and influencers throughout North America and around the world. Its news and information provide education-technology content and services for leaders in colleges and universities and help educators successfully use technology and the internet to transform education.

eCampus News provides concise, practical reports of the news, trends, ideas, case studies, products, and services college leaders need to achieve their educational and operational goals. It is the trusted resource higher-ed leaders rely on for the news and information they require as they equip their institutions to succeed with 21st century teaching, learning, and research.

Here’s a sampling of recent articles from eCampus News:



Stimulus to kick-start cash-strapped higher ed

Officials hope stimulus bill will fund ‘shovel-ready’ projects, provide broadband for rural students



How to create a successful virtual campus

Educators and business experts say advertising, marketing, and faculty support are the keys to a thriving online campus



Cloud computing: The economic imperative

Why this new paradigm shift in IT isn’t just lofty thinking.

Topics covered include:

Servers & Super Computers
Distance & Online Education
Mini-notebooks, Laptops, & Desktops
Personal & Handheld Computing Devices
Lab., Scientific, Medical Equip. & Systems
Projectors & Document Cameras
Interactive Whiteboards
Cell Phones
Immersive Learning Systems, 3D
Virtual Environments
Stadium & Auditorium Equip. & Systems
Sports & Athletics Technology
Network Control Systems
Monitors & Digital Signage
Racks, Mounts, & Furniture
Security Systems & Devices

Video Cameras & Systems
Backup & Data Storage Systems
Emergency/Disaster Recovery Systems
Campus Notification Systems
Learning Management Systems
Open Source & OpenCourse Solutions
Web/Portal Design & Management
Digital Content Management
Finance & Student Aid Systems
Fundraising Services & Systems
Enterprise/ERP Systems
Digital Learning Objects
Grants & Funding
Professional Development
Telephone & Communication Systems
Customer Relations Management Systems

Data Warehousing & Data Mining
Electronic Procurement Systems
Printing & Publishing Devices & Systems
Student Services & Information Systems
Student Lifecycle Management
Student Recruitment & Retention Solutions
Admissions Management Systems
Digital Assessment Solutions
Environmental Controls
Facility Management Systems
Sustainable Construction Solutions
Campus Design & Architectural Services
Purchasing Services & Consortia
Food Service Systems & Services



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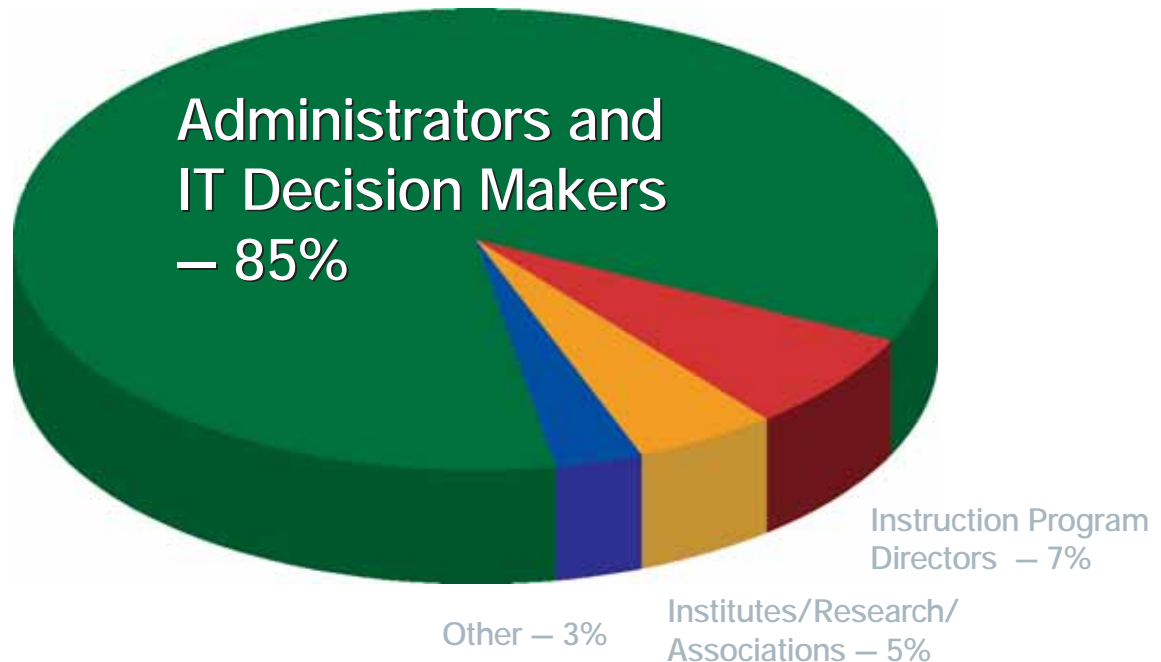
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Readership Profile

Over 51,000 newsmagazine circulation to higher-education leaders



Administrators and IT Decision Makers – 85%

Titles such as: Executive Directors, Administrators, and IT Decision Makers (including Presidents, Provosts, CIOs, CTOs, Vice Presidents, and Deans)

Instruction Program Directors – 7%

Titles such as: Subject-Area Chairs, Athletics Directors, and Curriculum Directors

Institutes/Research/Associations – 5%

Titles such as: Institute Directors and Research Directors

Other – 3%

Titles such as: Campus Services/Consultants & Vendors (including Facilities Directors, Bookstore Operators, and Technology Providers)



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Special Reports

Combine the power of online advertising with the lead generation of direct-response marketing.

- Print & Online
- Lead Generation (including eMails)
- Collateral Marketing Pieces (2,500 overprints)

By bundling award-winning editorial coverage with your important sales message, your **eCampus News** Special Report Sponsorship showcases your mission to a receptive, unduplicated audience of more than 80,000 college and university decision makers.

What's an eCampus News "Special Report"?

eCampus News regularly publishes critically acclaimed 8-page Special Reports developed to assist our readers in making better purchasing decisions. These special run-of-book reports are prepared by our award-winning editorial staff and included in the eCampus News news-magazine and website. Special Reports typically include product trends and overviews, case studies, and expert advice.

The eCN Special Reports reach 80,000+ college and university decision makers! Your sponsored Special Report will reach more than 80,000 unduplicated college and university decision makers. They include all of the higher-ed technology leaders who read **eCampus News** and visit **eCampus News Online** every month.

Your Special Report Sponsorship generates direct sales leads for your product! In addition to inclusion in **eCampus News**, your sponsored Special Report is prominently featured on our award-winning website **eCampus News Online**. Your Special Report is also transmitted electronically via broadcast eMail to registered higher-ed purchasing decision makers nationwide. We then forward to you, the contact information we've gathered from these highly qualified prospects.

Your Special Report Sponsorship Package Includes. . .

- 3 Full-Page, 4-Color Ads Within the Special Report
- Highly qualified Sales Leads
- Company sponsorship Callouts and Logo - on all editorial pages of the Special Report
- 2,500 Special Report Reprints - for your exclusive distribution
- Special Report Link - featured prominently on the home page of **ecampusnews.com**
- eMail marketing to over 80,000 higher-education decision makers



COST: \$12,500



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Webinars

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

- Build your brand
- Generate red-hot sales leads
- Educate higher-ed 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. Your webinar is 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 **eCampus News Network**:

- A banner runs for at least one month on our website announcing your program.
- A banner will also run in our **eCampus News Today** and **This Week**, eMail newsletters for a full month.
- We send eMails acknowledging and thanking each registrant.
- Reminder eMails go to each registrant one week and then one day prior to the event.
- Leads will be gathered and sent to you in an Excel spreadsheet, 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 via our website for an additional 12 months.
- We'll send a follow-up eMail to each registrant with thanks for attending and a link to share or to review.
- After the event, we will promote the archived version to our entire audience of over 80,000 higher-ed decision makers.

COST:

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



IMPORTANT NOTE:

eSchool News Online complies with the Interactive Advertising Bureau (IAB) on all terms and definitions for traffic and advertising impressions.



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Newsmagazine Rates

Reach higher-ed's buying elite exclusively

eCampus News	1x	3x	6x	9x	12x
Full Page 7 1/2" x 10"					
Gross	\$4,305	\$3,914	\$3,558	\$3,235	\$2,941
Net	\$3,659	\$3,327	\$3,024	\$2,750	\$2,500
Half Page Horizontal 7 1/2" x 5", Vertical 3 3/4" x 10"					
Gross	\$2,583	\$2,348	\$2,135	\$1,941	\$1,765
Net	\$2,195	\$1,996	\$1,814	\$1,650	\$1,500

Reach the entire education market – all the key decision makers who approve the acquisition of technology for their schools and colleges – with one bright ed-tech media buy that saves you time and money.
eCampus News: 80,000-plus; eSchool News: 103,000-plus BPA-Audited Circulation

Combination Rates: (Full pages only)	1x	3x	6x	9x	12x
eCN Magazine (JR) Page 4C/eSN Tabloid Page 4C					
Gross	\$13,864	\$12,973	\$12,022	\$11,011	\$10,387
Net	\$11,784	\$11,027	\$10,219	\$ 9,359	\$ 8,829
eCNMagazine (JR) Page 4C/eSN Magazine (JR) Page 4C					
Gross	\$11,614	\$10,993	\$10,132	\$9,491	\$8,857
Net	\$ 9,872	\$ 9,344	\$ 8,612	\$8,067	\$7,528

Each month that you purchase an ad in eCampus News you'll receive:

1. A banner to run on <http://ecampusnews.com/> for a full month.
2. A banner to run in one week of our daily higher-ed newsletter.
3. A banner to run in one week of our weekly higher-ed newsletter.



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Advertising Specifications

Digital Publication Mechanical Requirements*

Publication Size: 8 1/2" x 11

Ad Sizes: Full Page– 7 1/2" x 10, Half Page Horizontal– 7 1/2" x 5, Half Page Vertical – 3 3/4" x 10

Electronic Submission

email- ecampusads@eCampusNews.com,

Web upload- www.ecampusnews.com/mediakit/uploadimage

CD- eSchool Media, Attn: Chris Hopson, 7920 Norfolk Ave., Suite 900, Bethesda, MD 20814

Supported File Types – PRESS-READY PDF

*Consult your account exec for combination-buy specifications

Terms & Discounts

Prepayment required on first insertion. Net 30 days. Advertisers billed at contract rate who fail to fulfill contract terms will be short-rated. Contract discounts/commissions are canceled if account is not paid within 45 day of invoice date. Cancellations are not accepted after the closing date. Rates and conditions are subject to change without notice.

General Policies

The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this rate card. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card. Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from the loss or expense on claims or suits based upon contents of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. The publisher does not assume liability for publisher errors in any advertisement beyond the cost of the space occupied by the individual item in which the error appeared. All claims must be made within 10 days of publication. No rebates allowed for errors in key numbers or other type set by publisher. Tear sheets included with bill only upon request. Any advertiser under contract not supplying new ad material by closing date will have previous ad repeated. All agreements are subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control. Further, the publisher shall not be liable for failure to publish an advertisement. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of copy which, in the publisher's opinion, resembles editorial matter.

Ad Agency Commission & Past Due Charges

Agency commission is 15 percent of gross to recognized agencies on space and color if total amount due is paid in full within 30 days of insertion date. The advertiser and its advertising agency, if there is one, are jointly and severally liable for payment of all monies due and payable to the publisher. Commissions not allowed on other charges such as production costs, conversions, typesetting, reprints and copyrighting. A charge of 1 1/2 percent per month (18 percent per year) will be made on all unpaid balances 30 days old or older.



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