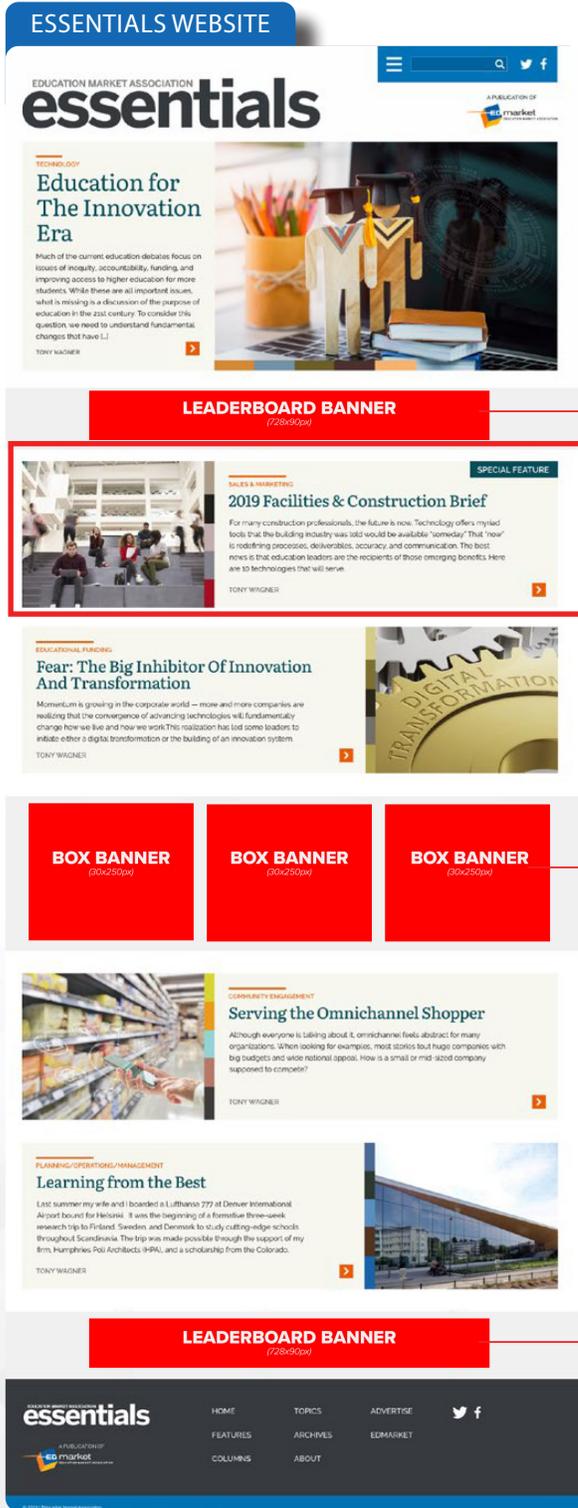


# REACH KEY DECISION MAKERS WHO NAVIGATE TO THE ESSENTIALS MAGAZINE WEBSITE FOR THE VERY LATEST TRENDS IN EDUCATIONAL RESOURCES & LEARNING ENVIRONMENTS



## About Essentials:

*Essentials Magazine*, EDmarket's flagship publication serving the industry for over 100 years, is now on a web-based platform. With articles, authors, and topics easily accessed through Google and other search engines, EDmarket is providing unlimited exposure for knowledge experts to share ideas, case studies, and research findings on the future of learning — and to view your ad!

Essentials is now available to the entire educational products marketplace — an email list of 35,000+ education industry professionals and purchasing influencers. If you service and sell to schools, parents and teachers, there is no better choice for getting in front of your marketplace than on the Essentials Website!

### Pricing:

#### A. Leaderboard Banner

728 x 90 pixels.  
6 available. Run of site.

**\$2,000/Quarter**  
**\$5,000/Year**

#### B. Featured Content\*

Article Title: 100 Character Max  
Article Synopsis: 250 Character Max  
Article Body: Up to 5,000 Words  
Article Image: 350 x 270 pixels.

1 available. Run of site.

**\$3,500/Quarter**

#### C. Box Banner

300 x 250 pixels.  
15 available. Run of site.

**\$1,500/Quarter**  
**\$3,500/Year**

#### Need help with ad design?

Our graphic services are included.

\*All positions are sold on a first-come, first-served basis and reflect EDmarket Member Pricing. Non-member rates include a 25% increase in price.

\*\*The Featured Content Position will also be included in monthly email communications.