

ELECTRONIC MEDIA SOLUTIONS

webSPM.com • SchoolSecurityCentral.com • webCPM.com • CollegeSecurityCentral.com • EducationMarketplace.com • EducationDesignShowcase.com

Our content-rich online community that enhances your corporate brand and generates leads.

E-Mail Marketing

A variety of e-mail alerts and newsletters combined with advertising opportunities.

Product E-News

- **SP&M and CP&M E-Blasts** — Our electronic Product News spotlighting products and services for education.

COST: Free to advertisers as part of their marketing support program. Ask your rep about requirements and availability. Not available to non-advertisers.

Monthly E-Newsletters

- **SP&M News** — A monthly e-newsletter bringing breaking news, upcoming events, valuable research, and more directly to the desks of the K-12 community.
- **SP&M SchoolSecurityCentral News** — A monthly e-newsletter focusing on breaking news, best practice, and tips to improve safety and security in K-12 schools.
- **CP&M News** — A monthly e-newsletter bringing breaking news, upcoming events, valuable research, and more directly to the desk of the higher education community.
- **CP&M CollegeSecurityCentralNews** — A monthly e-newsletter focusing on breaking news, best practice, and tips to improve safety and security in colleges and universities.

COST:	Lead Banner (468x60)	\$1,250 (net) Non-Advertiser	\$1,000 (net) Advertiser	Limited to one per newsletter
	Banner (468x60)	\$1,000 (net) Non-Advertiser	\$750 (net) Advertiser	
	Skyscraper (120x600)	\$1,750 (net) Non-Advertiser	\$1,500 (net) Advertiser	Limited to one per newsletter
	Sponsored Link (20-word max)	\$350 (net) Non-Advertiser	\$4250 (net) Advertiser	

Monthly Newsletter advertising programs required a three-month minimum order to run within a 12-month period. Months must be chosen at the time of initial order. Rates quoted above are per month.

Custom E-Mail Blasts

We'll send your personalized e-mail message to our high-response third-party e-mail subscriber list.

COST:	\$750 (net)	Non-Advertiser Rate	Includes set-up and first 1,000 names.
	\$600 (net)	Advertiser Rate	Includes set-up and first 1,000 names.
	Additional names available at \$225 per thousand.		
	*Additional services available at cost include: HTML design.		

Website Sponsorship

Give your products and services the visibility they deserve with banner adds on our content-rich Websites. Generate interest and leads with a click-through to the URL of your choice. Banner ad (468x60) position includes home page and run-of-site.

COST:	\$750 per month (net)	Non-Advertiser Rate
	\$500 per month (net)	Advertiser Rate

Also available free to advertisers as part of their marketing support program. Ask your rep about requirements and availability.

Website & E-Blast Stats

www.webSPM.com: 27,000+ monthly sessions (January-December 2007 averages)

www.webCPM.com: 17,250+ monthly sessions (January-December 2007 averages)

SP&M monthly E-Newsletter distribution: 25,000+ subscribers

CP&M monthly E-Newsletter distribution: 19,000+ subscribers

SP&M third-party: 22,000+ opt-in e-mail addresses

CP&M third-party: 16,500+ opt-in e-mail addresses

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Our content-rich online community that enhances your corporate brand and generates leads.

Webinars

Co-brand your Webinar with *School Planning & Management*, *College Planning & Management*, or both — the leaders in the education marketplace. These high-impact online events position your company in a leadership role and generate highly qualified leads from decision-makers who have a proven interest in your product or service.

Sponsor benefits include:

- Program exclusivity
- Moderated by a leading industry expert
- Up to 60 minutes in length
- One full-page, four-color ad featured in magazine highlighting the sponsor and upcoming event
- Banner ad on Websites for 30 days prior to event featuring sponsor and promoting event
- HTML e-mail blast to subscriber base and partners' databases promoting event
- Text e-mail blast to subscriber base and partners' databases promoting event
- Listing of sponsor, Webinar topic, date, and time in "News and Views" or "Campus Scene"
- Listing in the Peter Li Educational Meeting Calendar online
- Access to each registrant's contact information, including name, title, address, e-mail
- "Seminar Reminder" and "Thank You for Attending" e-mail campaigns to registrants
- One full-page, four-color ad in magazine to direct those who may have missed the event to the archives
- Archived version of the Webinar available online for up to 12 months
- Viewership study

COST: \$17,500 (net) Non-Advertiser Rate

\$15,000 (net) Advertiser Rate

**Special rates available for a Webinar series.*

White Papers & Research

Be seen as a leader in the field. Your white papers and industry research will be promoted and distributed to our targeted audience.

Sponsor-provided PDF file of white paper:

- Promotion of your research via e-mail blast to our subscriber base
- Promotion of your research in our e-newsletter
- Listing in "News and Views" or "Campus Scene"
- Landing page with executive summary, company logo, and linking URL
- Access to contact information of those who request download
- Archived online and promoted on Website home page for up to 56 months

COST: \$7,500 (net) Non-Advertiser Rate

\$5,000 (net) Advertiser Rate

**Special rates available for a White-Paper series.*

***Additional services available at cost include: editing, design, and PDF creation.*

E-Surveys

Gain powerful, effective customer insight with electronic surveys targeted to the *School Planning & Management* and/or *College Planning & Management* subscriber base.

Includes:

- Survey preparation – up to 12 questions
- Use of 2,500 names from our third-party e-mail subscriber list
- Survey deployment and hosting
- Real-time monitoring
- Results reporting

COST: \$2,500 (net) Non-Advertiser Rate

\$2,000 (net) Advertiser Rate

Additional names available at \$400 per thousand.