

# 2008

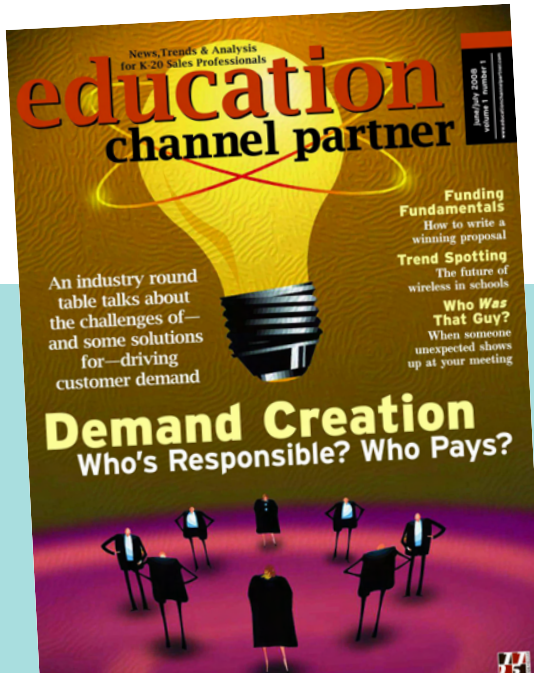
News, Trends & Analysis  
for K-20 Sales Professionals

# education channel partner



## Guiding Education Sales Professionals Toward Success

- Exclusive Focus on the Education Channel
- Highly Effective Way to Reach Education Sales Professionals
- Maximize Solution-Selling in the \$900 Billion K-20 Services Market



# News, Trends & Analysis for K-20 Sales Professionals

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**Education Channel Partner** is the first publication to address the strategic and practical needs of distributors, value-added resellers, sales representatives and channel managers working within the education sector.

The publishers of *T.H.E. Journal* and *Campus Technology* have created a new publication, *Education Channel Partner*, to reach the never-before-targeted audience of education channel sales professionals. Together, the three dynamic publications create a powerful opportunity to reach **all** professionals working within the education market.

## Why Education Channel Partner?

K-20 tech spending is projected to reach **MORE THAN \$15 BILLION.**

Nearly **600,000** college and K-12 school buyers.\*

This year's government spending on education will be **\$68.6 billion.\*\***

## Channel Partners: Vital to Education Solution Sales

- **Channel sales professionals extend your brand's presence** to help you capture more of the \$900 billion K-20 market.
- **Channel specialists meet face-to-face** with more decision-makers, strengthening sales potential.
- **Channel partners deliver buyers' feedback** to help improve sales and product development.

## Solution Providers Benefit from Education Channel Partner

- **Your K-20 solution remains top-of-mind** during channel partner sales calls when you advertise in *Education Channel Partner*.
- *Education Channel Partner's* **editorial content can improve your channel specialist's strategies and tactics**, helping you capture more of the \$900 billion K-20 market.
- **Prospective channel sales representatives can easily be recruited** with announcements placed in *Education Channel Partner*.

## Education Channel Partner Readers Improve Your Bottom Line

Reach the K-20 product and service sales professionals who influence the decision-makers at schools, districts and higher education institutions.

### Education Channel Partner readers include:

Sales Representatives	College Book Store Associates
Sales Directors/Managers	College Book Store Directors/Managers
Distributors	Teacher Store Managers
Resellers	

JUNE-JULY

AUGUST-SEPTEMBER

OCTOBER-NOVEMBER

DECEMBER-JANUARY

FEBRUARY-MARCH

APRIL-MAY

**FEATURES**

**K—12**

**Demand Creation: Who's Responsible? Who Pays?**  
*An Industry Roundtable*

**Working Successfully With Partners**  
*How to Make Win-Win Really Happen*

**Selling Technology to Non-tech Budgets:**  
*Getting Around Shrinking Technology Funds*

**Channel Surfing**  
*A Look at Education Channels and Which Ones Are Right for You*

**What Do Schools Want?**  
*A Superintendent's Roundtable*

**The Best Reps (and the Best Companies to Rep)**  
*An ECP Exclusive Survey*

**HIGHER ED**

**Creating Demand Among College Students**

**The Challenges of Higher Ed Partnering**

**Consultative Selling in Higher Ed**

**Finding Effective Higher Ed Channels**

**Roundtable on Community College Needs**

**Who's Hot in Higher Ed Selling?**

**BYLINED COLUMNS**

**ED SALES 101: A virtual training guide for education reps**

Creating a Territory Business Plan

How to Get to "No" (So You Can Get Faster to "Yes")

Stop Selling Already (and Listen!)

Understanding (and Shortening) the School Sales Cycle

Do Your Homework (or Lose That Sale)

Getting Past the Gatekeepers

**REMOTE CONTROL: A field guide for channel managers**

Managing Channel Conflict

What Kind of Collateral Works (and How to Get Your Reps to Use It!)

Working With ESCs, Intermediaries, and Other Non-profits

Why Bigger Isn't Always Better: Selling to Medium & Small Districts

Working With a CFO Who Doesn't Get the Education Market

Consistent Messaging: Getting Your Reps on the Same Page

**SOLUTIONS SELLING: An educator's view on schools' needs and how to meet them**

ELL

Online Security

Reaching Parents

Professional Development

Updating Curriculum Content

Going Green

**Ad Close** May 16

August 1

October 3

December 1

January 5, 2009

March 1, 2009

**Materials Due** May 22

August 7

October 10

December 4

January 9, 2009

March 6, 2009

**Bonus Distribution** (subject to change)

InfoComm  
NECC  
Campus Technology 2008

Innovative Learning Conference  
EDUCAUSE, AEP  
SIIA, T+L  
League for Innovation

TCEA  
CoSN  
Innovations 2009  
AASA  
Ed Expo

Information subject to change.

# COLUMNS & DEPTS

Published bi-monthly, *Education Channel Partner* magazine, as well as its companion website, and eNewsletter will offer authoritative editorial content from the well-respected experts who publish *T.H.E. Journal* and *Campus Technology*.

## Sample Columns and Departments:

- **Ed Sales 101**—virtual training guide for education reps
- **Trend Spotting**—latest products and industry news impacting education selling
- **Letters from the Road**—expert salespeople answer readers' questions
- **Remote Control**—tips to support field reps
- **Instant Expert**—quick tutorials on hot products
- **Funding Fundamentals**—need we say more?
- **Case Study: Higher Ed**—challenges and issues of selling into higher ed
- **Making VARStory**—readers share stories
- **Useful Numbers**—key industry metrics to support sales pitches
- **Solutions Selling**—educator's view on school needs and how to meet them

## The Education Market

### K-12 Market Buyers:

- 125,762 U.S. schools
- 14,199 school districts in U.S.
- 115,000 U.S. school principals

### Higher Ed Market Buyers:

- 7,212 Senior and Junior Institutions
- 130,000 Administrative Decision-Makers
- 1.4 Million Academic Decision-Makers
- 22,000 College Library Decision-Makers



## Online Sponsorship Opportunities

### EdChannelPartner.com

Education Channel Partner's companion website strengthens the magazine's influence online by offering visitors dynamic, extended coverage of topics found in the magazine. Visitors will find additional site features, such as product listings, opinion pieces, the latest industry and company news and an events calendar. Each element will drive traffic and impressions that deliver your message to sales professionals who meet with, and influence, purchasing decision-makers at schools, districts and higher education institutions.

### Education Channel News

Education Channel Partner's monthly eNewsletter offers up-to-date news and information on the art of selling in the education sector. Focused marketing opportunities can effectively increase your solution's visibility with the channel sales professionals who impact your bottom line.

# RATES

## 2008 Rates

### PRINT

	1x	3x	6x	12x	24x
<b>Full-Page</b>	\$6,590	\$6,175	\$5,880	\$5,700	\$5,295
<b>1/2 page</b>	\$4,580	\$4,290	\$4,085	\$3,960	\$3,675

Includes color charge. All rates are gross. Deduct 15% for net pricing.

### Premium Positions

Back Cover	Rate plus 20%
Covers 2 & 3	Rate plus 15%
Guaranteed Positions	Rate 10%

Please call for pricing on PMS colors, inserts, polybags, etc.

Specifications	Live Size	Bleed
<b>Full page</b>	7 1/2" x 10 1/4"	8 1/4" x 11"
<b>1/2 Horizontal</b>	6 1/2" x 4 1/2"	8 1/4" x 5 1/2"
<b>1/2 Vertical</b>	3 1/4" x 9 1/2"	4" x 11"
<b>Trim Size</b>	8" x 10 1/4"	

## ONLINE OPPORTUNITIES

### Website Banner Ads

	Units		
	336x280	728x90	160x600
<b>CPM</b>	\$ 75	\$ 75	\$ 75

### Education Channel News eNewsletter (8,000 distribution monthly)

Units	Price per Frequency		
	1 x	3 x	6x
336 x 280	\$1,200	\$1,080	\$1,020
728 x 90	\$1,200	\$1,080	\$1,020
160 x 600	\$1,200	\$1,080	\$1,020

For ad specifications, please visit [www.edchannelpartner.com](http://www.edchannelpartner.com)

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