

## Targeting Top-Level Decision Makers

**School CIO:** Bringing chief technology officers the latest strategies to run technology efficiently and effectively. From tips on creating the perfect RFP to interviews with prominent ed-tech leaders from across the country, School CIO reaches one of K-12's most powerful audience -- in print and online.

**School CIO weekly e-Newsletter:** With over 6,100 subscribers, targets the top-level decision makers in the country. SchoolCIO.com averages 20K page views per month. The number of unique visitors has more than doubled – from 4,100 to 8,500 - since its launch in February 2006.

### School CIO Audience: We Reach Decision Makers

District CIO/Tech Director/Media Director --	70%
Superintendent/ Top District Level Administration--	30%

### Award Winning Brand:



#### 2005 Winner, Best Newsletter (Gold)

American Society of Business Publication Editors

#### 2007 Winner, New B2B Web Site Publication (Bronze)

American Society of Business Publication Editors

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## Sponsorship Opportunities & Rates

### E-Mail Newsletter Sponsorship:

Sponsor School CIO's weekly newsletter (every Thursday)  
Rate = \$2,000 per newsletter

### Topic Sponsorship:

Sponsor a topic area of SchoolCIO.com for 3 months.  
Your logo with link on the topic landing page and all articles under the topic heading  
Also included: Two whitepapers or case studies posted for six months with company name

**School CIO topics available for sponsorship include: (Rate = \$4,000 net)**

**Systems Integration - Data Management - Mobile/Wireless – Security  
Business Processes - ROI - Career Effectiveness**

### Whitepapers on SchoolCIO.com:

One whitepaper or case study for three months with company name  
Rate = \$995 net

### Custom Sponsorship Opportunities:

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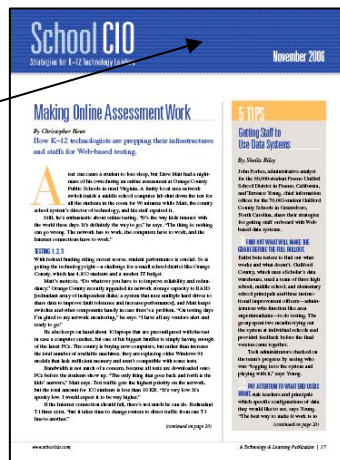
For more information, please contact your sales representative today at 650.238.0313.

## School CIO Quarterly Special Section

Reach *Technology & Learning* Magazines 81,000+ subscribers and our online audience of 100,000+ in the integrated Quarterly School CIO special section. This section provides top level decision makers a comprehensive content that is essential to School CIOs and CTOs.

Each quarterly print edition is an integrated program that runs in the magazine and online for three months. This program only runs 4 times a year. You can't afford to miss out!

Your logo here



Sponsors Get:

- Full Page 4-color ad in the issue.
- School CIO special section includes company logo on cover page
- Online version available as printable pdf
- Reprint opportunities for your own distribution
- Promotion in two School CIO newsletters
- Promotion within the Technology & Learning monthly eZine.

Issues	Topic	Ad Close	Material Close
March*	SchoolCIO: Online	2/06/08	2/08/08
May*	SchoolCIO: Data Storage	4/09/08	4/11/08
September*	SchoolCIO: Wireless Implementation	8/06/08	8/08/08
November*	SchoolCIO: Safety & Security	10/8/08	10/10/08