



2024 Media Kit

EdSurge is an editorially independent project of **ISTE** and **ascd**[®]
We produce independent journalism, research and sponsored content

The Solutions Studio team will help you reach innovators and decision makers in PreK-12 and higher ed as well as professionals in the edtech industry. Working with you through each step of the process, we will create custom, shareable, evergreen marketing content and advertising solutions that highlight your organization's unique value.

Articles and infographics offer various ways to share your perspective while providing valuable insights to readers. Our lead-generating webinars can position your organization as a thought leader in your field. Increase brand exposure by sponsoring our newsletters or podcast—a great way to reach a highly targeted and engaged audience.

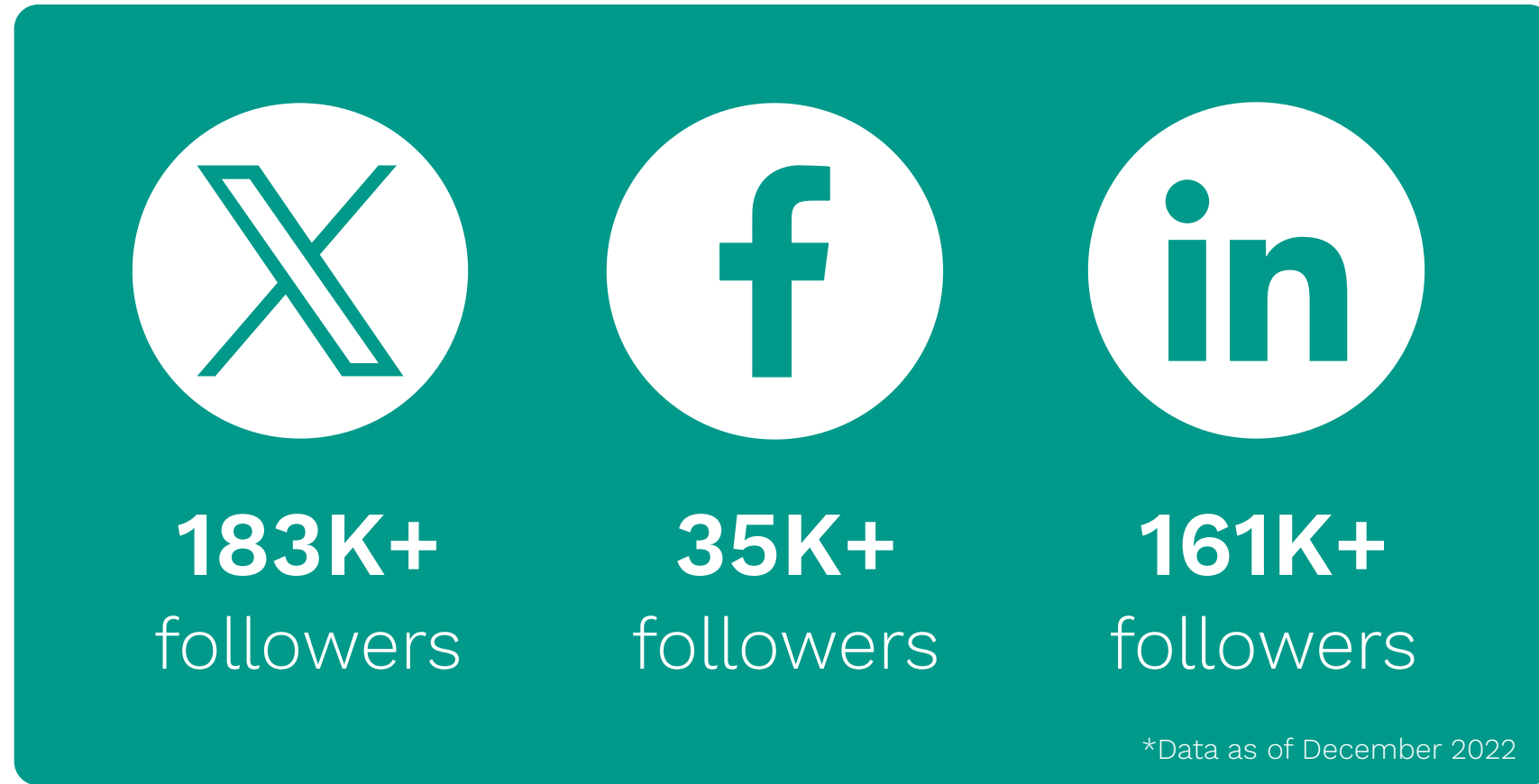


EdSurge newsletters reach
260K+ subscribers



edsurge.com sees over **900K+ page views from 390K+ unique visitors every month**





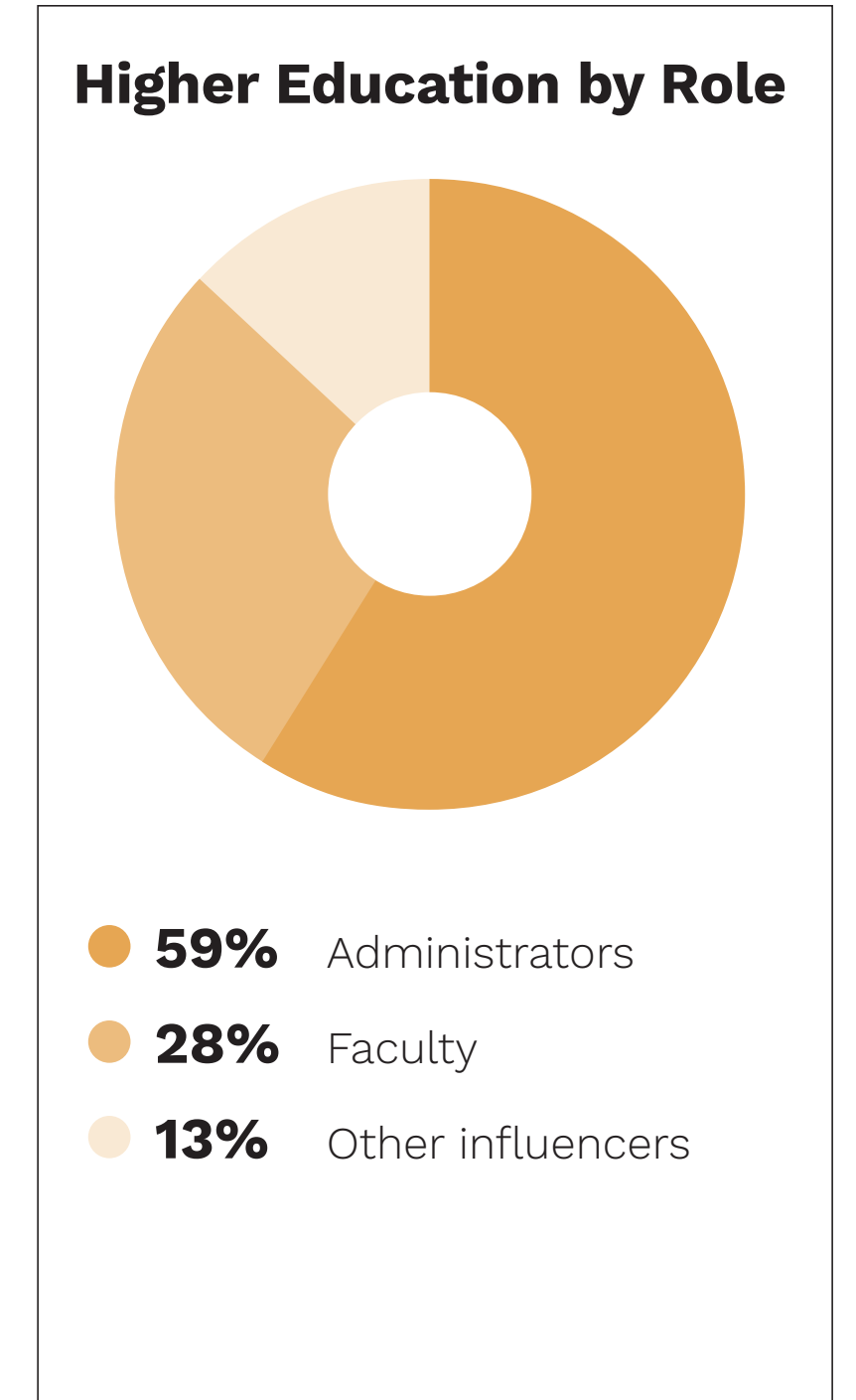
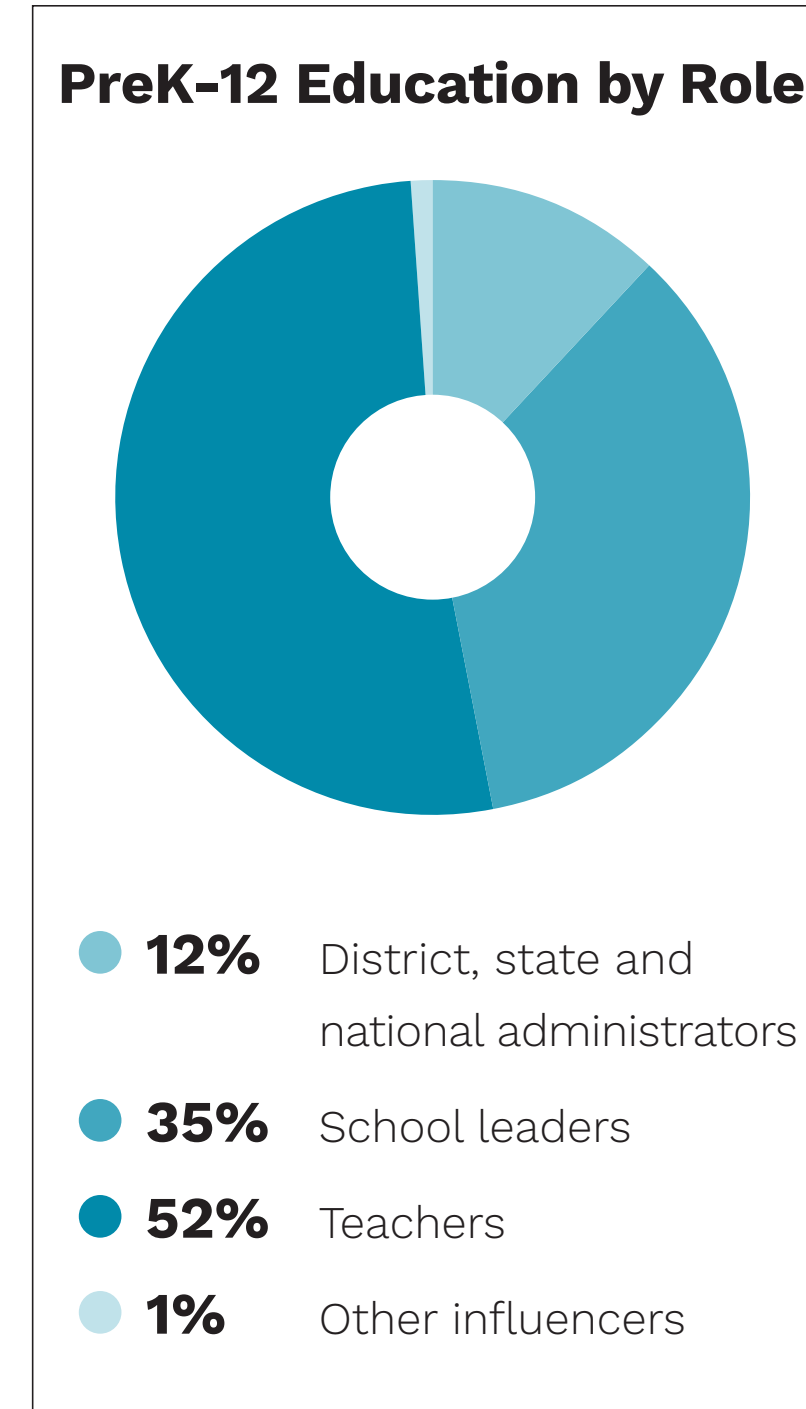
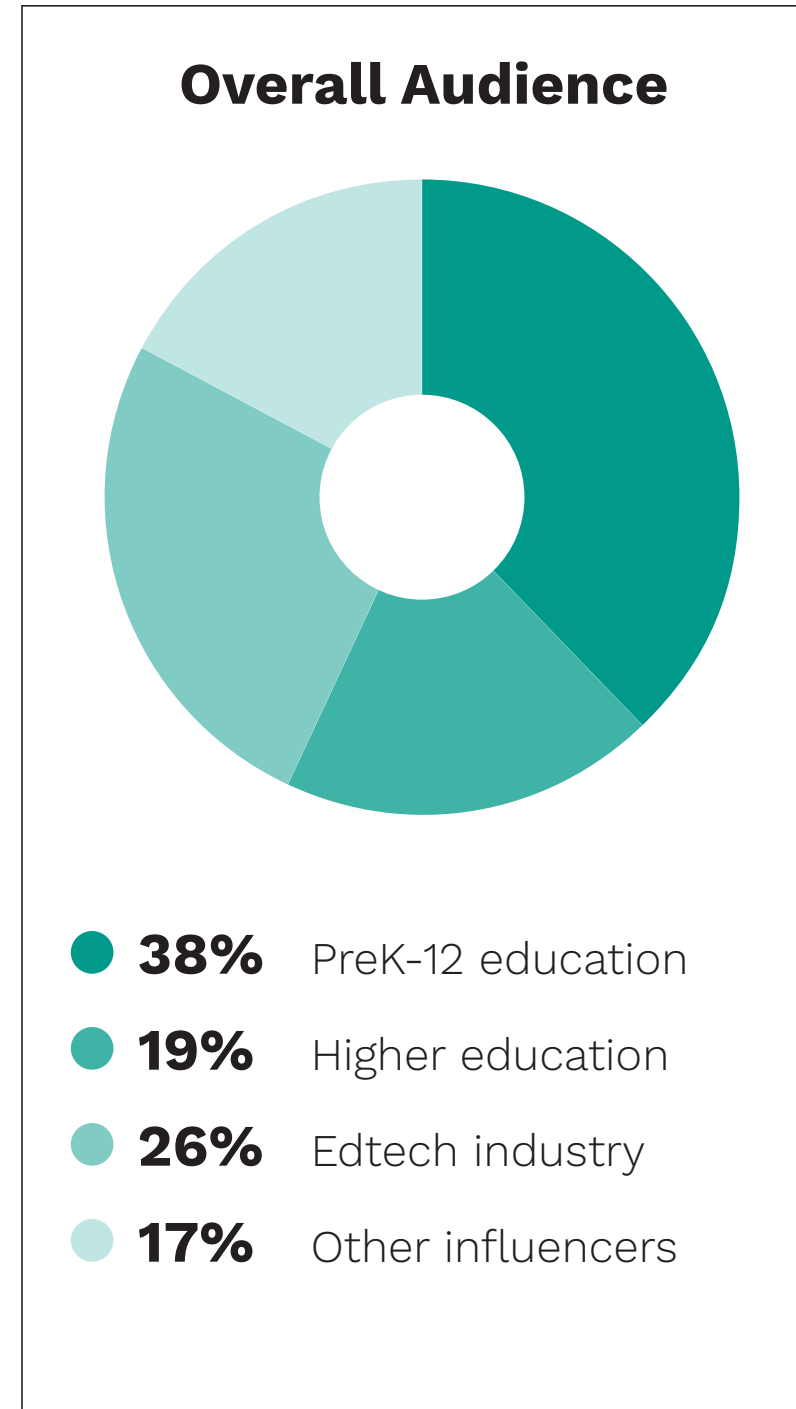

183K+ followers (X)
35K+ followers (Facebook)
161K+ followers (LinkedIn)

*Data as of December 2022

900K+
 Page views per month

390K+ Unique visitors per month
260K+ Newsletter subscribers

*Data from Google Analytics as of December 2022

76% are involved in selecting technology for their school or district
46% are involved in financial decision making for their classroom, school or district

*All audience breakdowns are based on subscribers in our database with known organization types.

Custom Articles

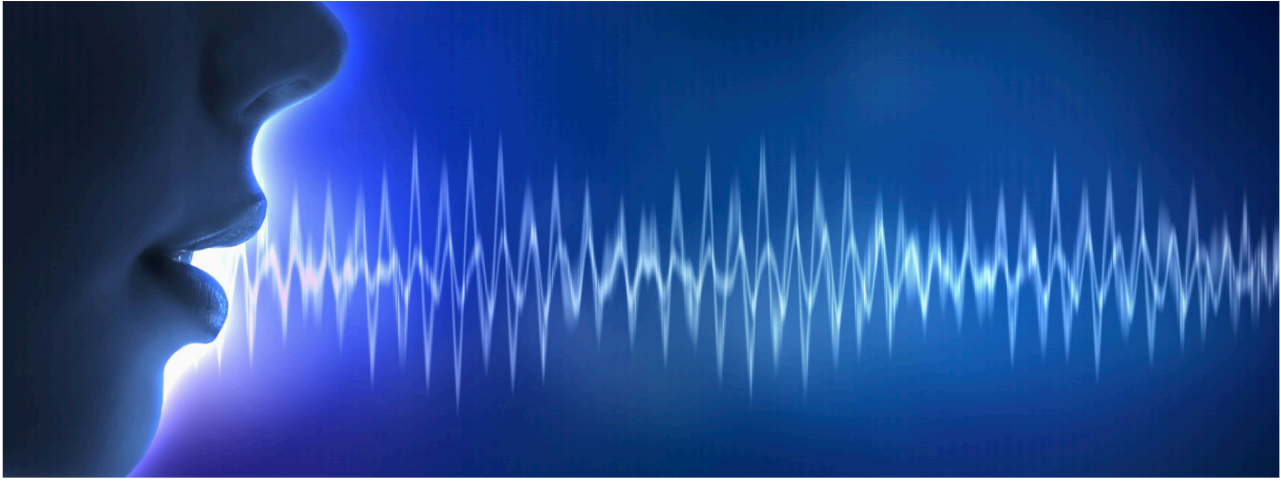
Offer your perspective on important topics in education or highlight experts in the field using your products to impact teaching and learning. Articles are an excellent way for you to share advice and resources directly with EdSurge readers, especially when your message is enhanced by the professional editorial support of our Solutions Studio team.

We offer three distinct formats:

- ⚡ **Thought Leadership** – An advice-based piece authored by a subject matter expert from your organization and edited by us. A writer/subject-matter expert from your organization will work with an EdSurge Solutions Studio editor to craft a newsy or advice-based thought leadership article that resonates with our tech-savvy educator audience.
- ⚡ **Q&A** – An EdSurge Solutions Studio reporter will interview one person selected by your organization—educator, student, subject-matter expert—who is familiar with your product or service. The resulting interview-based article will strike a conversational tone while highlighting your organization’s practical impact on the education landscape.
- ⚡ **Multi-perspective Feature** – An EdSurge Solutions Studio reporter will interview two to three individuals selected by your organization—educators, students, subject-matter experts—who are familiar with your product or service. These diverse perspectives will be woven into a narrative that demonstrates the various ways that your organization is addressing concerns across the broad education landscape. This article type is ideally suited as a follow-up to an EdSurge webinar.

ASSESSMENTS

Assessments Become More Accessible With Speech Synthesis—and an Almost Human Voice



By [John Waters](#) September 24, 2018 Image Credit: Sergey Nivens / Shutterstock


These are exciting times in the world of assistive learning technology. Recent advances in artificial intelligence (AI) and machine learning (ML) are behind next-generation improvements in a range of software tools for students with sensory or learning disabilities. Speech synthesis in particular is benefiting from deep learning technologies, which are used to generate speech that sounds like a human voice.

For the assessment mavens at Educational Testing Service (ETS), these evolving capabilities present both a challenge and an opportunity, says the organization’s Markku “Mark” Häkkinen.

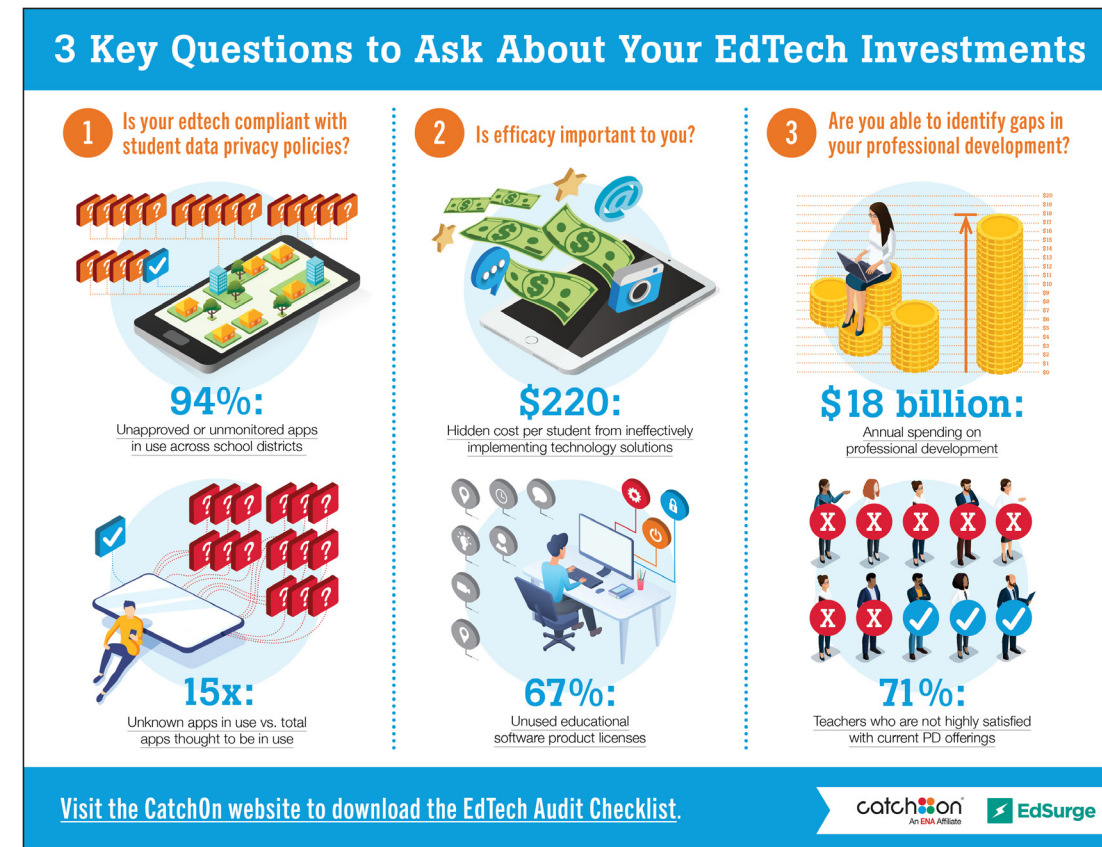
Häkkinen leads the Accessibility Standards and Inclusive Technology Research Group at ETS, the 60-plus-year-old nonprofit educational testing and assessment organization that administers K-12 state exams along with the well-known GRE and TOEFL, among other tests. His research focuses on advancing the accessibility of computer-based assessments—for all learners—through a standards-based approach.

These are exciting times in the world of assistive learning technology.

EdSurge spoke with Häkkinen about the impact of new speech synthesis technologies on student assessments, and how his company is making the most of them.

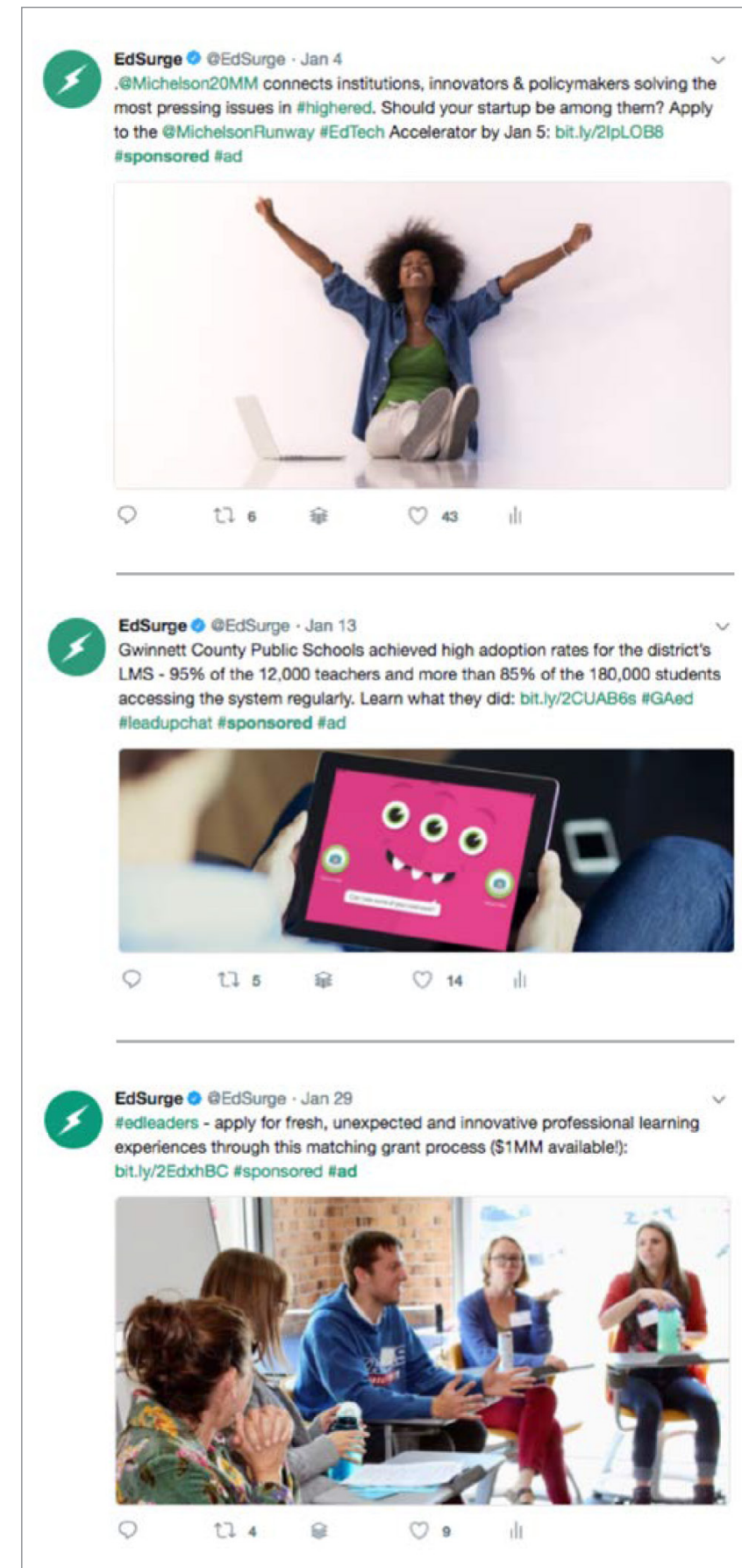
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EdSurge
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Custom Infographic

Use visual storytelling to broadcast your message to the education world. Our team will collaborate with you to design an informative, visually striking and highly shareable asset on the topic of your choice.



Custom X (formerly Twitter) Feed

A custom X feed is a great way to supercharge your EdSurge campaign. Simply provide URLs optimized for social media sharing to highlight your message, your company's X handle and indicate your desired audience. We'll craft the posts.

- ⚡ Target 1 of our 2 channels: @EdSurge: 154K+ followers | @HigherEdSurge: 23K+ followers
- ⚡ 14 posts over 7 days
- ⚡ Content links directly to your website

This product is only available as part of a package.



Custom Landing Page

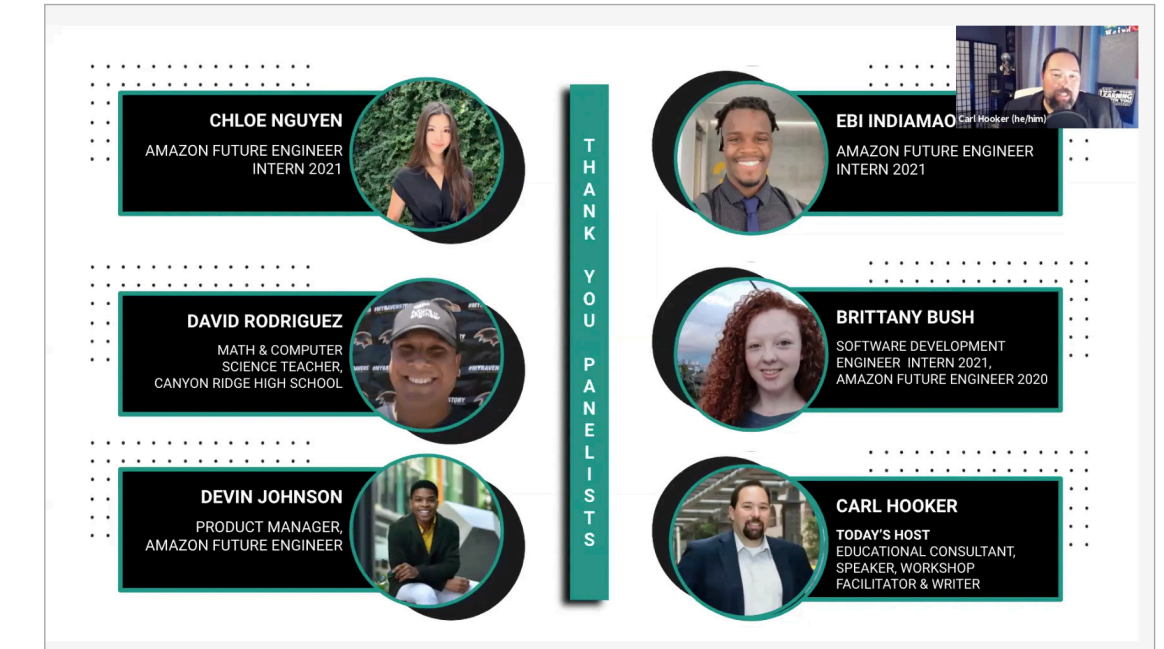
For larger campaigns, we can create a unique landing page to promote a particular education-related theme of interest to your company and our audience. This page will feature a customized introductory message describing the collection's theme, how it's explored across each piece of content, and its relevance in education. Each piece of written content published throughout your campaign will be collected here and auto-populated by a prominent callout to guide readers back to the landing page to view the full collection.



Custom Webinar

Engage viewers with a live discussion on a topic of your choice, featuring a panel of subject matter experts—researchers, educators, edtech executives—of your choosing. Promoted, produced and moderated by our team, webinars are a great way for you to connect with a new audience across multiple EdSurge channels.

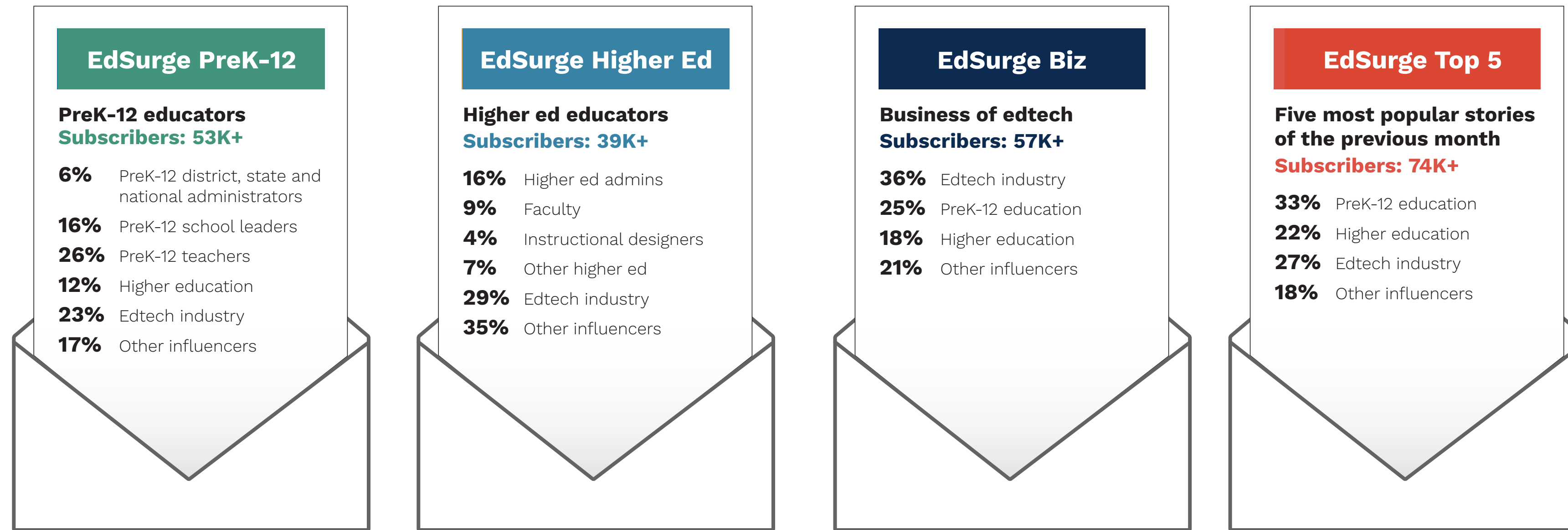
Webinars are featured on our homepage and social media channels as well as in dedicated emails and our newsletters. The full list of leads is shared with you at the completion of the campaign, and the webinar is hosted on edsurge.com.



Newsletter Sponsorship



Boost brand recognition by sponsoring one of our newsletters targeted to a particular EdSurge audience segment: PreK-12, higher ed or edtech business. Primary sponsorship includes two logo placements (below the masthead and again at mid-newsletter) and a 400-character text ad at mid-newsletter. Banner ads are full-width and hyperlinked to a landing page of your choice. Both options are exclusive and can be combined for extra punch.



Ad Specs

Primary sponsorship:

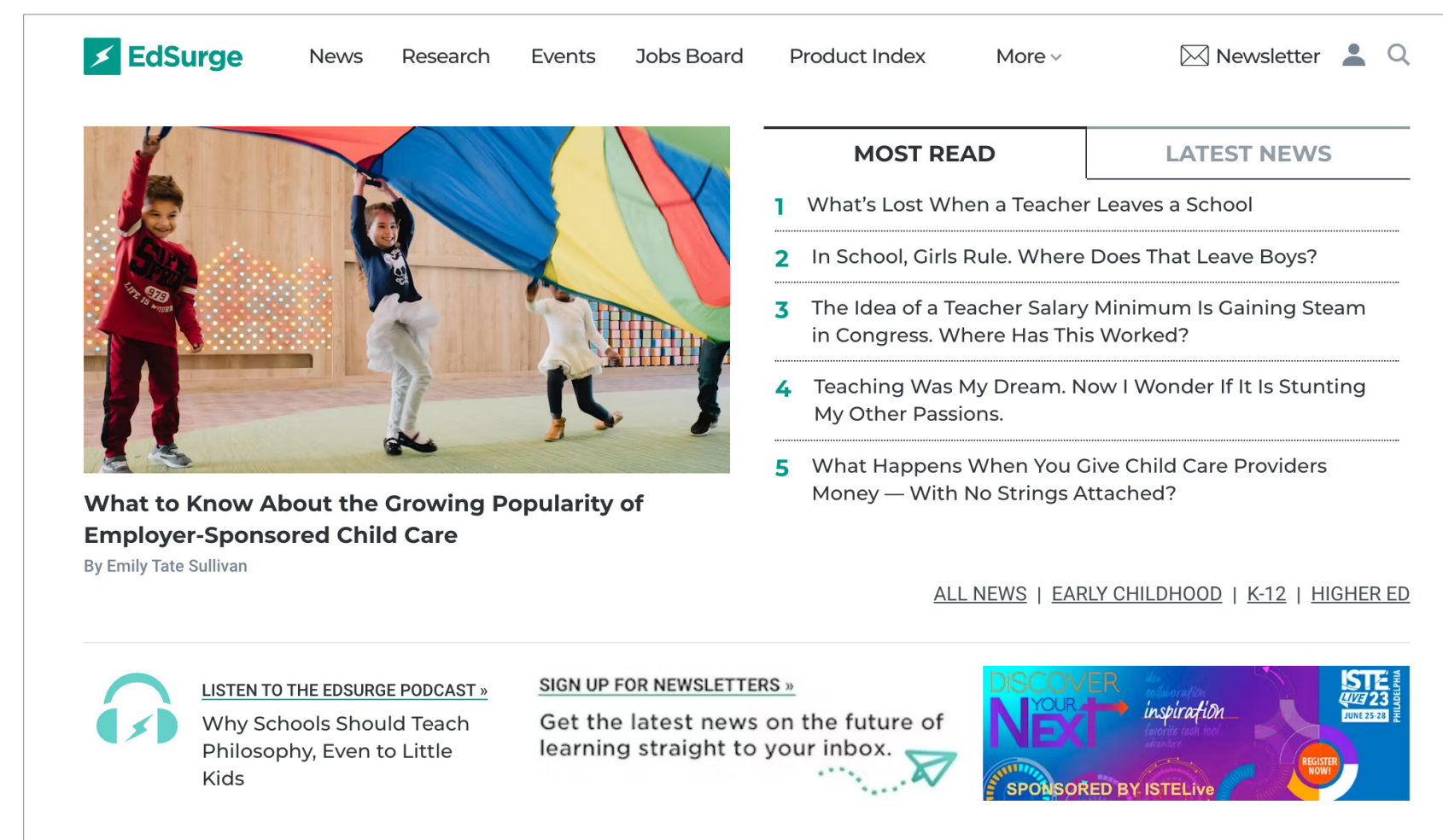
- 400-character text ad including link to product page
- Graphic logo
- PNG file with transparent background, 3:1 ratio, 600x200 px min

Newsletter banners:

- Graphic rectangle banner
- JPG or PNG file
- 3:1 ratio, 600 px width min
- Target URL

Signature Sponsor

The Signature Sponsor is an exclusive, month-long placement on the EdSurge homepage. Make your brand visible to our loyal audience of 900K+ site visitors per month.



Homepage Ad Specs:

- Logo
- Tagline
- Exclusive placement



Podcast Sponsorship

The EdSurge Podcast is hosted by our editorial team and features interviews with thought leaders from both PreK-12 and higher ed. You can be a part of this exciting media by sponsoring the EdSurge Podcast, which averages 45K+ listens each month. 80% of our podcast listeners influence technology purchasing decisions.

- ⚡ Pre-roll script – brief introduction of your company (30 seconds / 75-85 words)
- ⚡ Mid-roll script – more detailed blurb of your campaign or offer (60 seconds / 150-175 words)
- ⚡ Text ad – up to 400 characters with embedded URL for the podcast newsletter
- ⚡ Graphic logo – PNG file with transparent background for the podcast newsletter (3:1 ratio, 600x200 px min)





Custom Sponsored Content

	Rate
Infographic	\$9,000
Q&A Article	\$8,400
Thought Leadership Article	\$7,800
Multi-perspective Feature Article (not included in article 3-packs)	\$11,400
Landing Page	\$15,000
Webinar	\$17,500

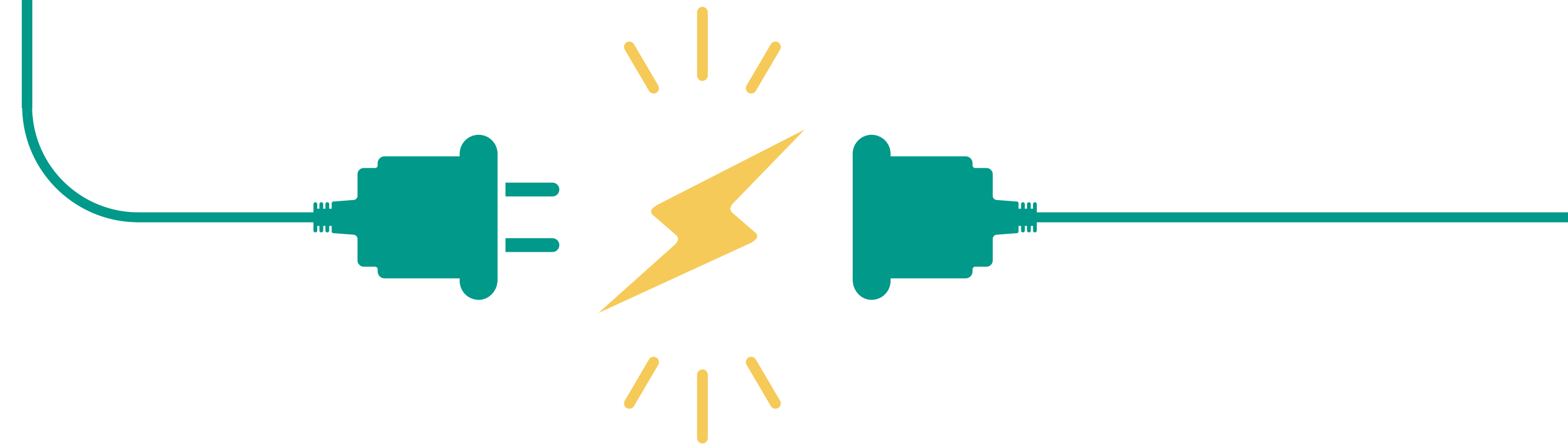
Advertising

Weekly Advertising Options

	Rate
Podcast Episode	\$4,000
K-12 Newsletter - Primary	\$3,500
K-12 Newsletter - Banner	\$2,750
Higher Ed Newsletter - Primary	\$1,750
Higher Ed Newsletter - Banner	\$1,500
Biz Newsletter - Primary	\$1,900
Biz Newsletter - Banner	\$1,500

Popular Packages

	Rate
Custom Article 3-Pack: Any Combination of Q&A Article, Thought Leadership Article, or Infographic	\$22,000
Solutions Studio Package: Custom Article 3-Pack + Webinar + Landing Page	\$49,000



Monthly Advertising Options

	Rate
Top 5 Newsletter - Primary	\$4,000
Top 5 Newsletter - Banner	\$4,000

Monthly Buyout

Newsletter Exclusive: K-12 Package: Primary + Banner ads	\$22,000
Newsletter Exclusive: Higher Ed Package: Primary + Banner ads	\$11,000
Newsletter Exclusive: Biz Package: Primary + Banner ads	\$11,000
Signature Sponsor: One Month Exclusive EdSurge.com Website Ad	\$25,000

Please contact sales@edsurge.com to inquire about other package opportunities, including bundle discounts.