EMPOWERING THE EDUCATORS

Education Middle East provides a platform that empowers K-12 educators in the GCC with information to help them stay abreast with the changing face of the education industry in this era of technology and blended learning.

The site reaches out to senior leaders, educators, department heads, head teachers, ICT heads, finance managers, purchase managers and decision makers from the education industry. The focus is to relay information to those on the ground level of the educational sector, across a variety of topics, thereby creating an important tool for the region’s educators and enabling them to prepare for this radical change and lead children towards increasingly smart education.

The current statics of web site is 33,652 views a month. Suppliers could reach out to educators through various ways like E- magazine, digital display advert, product review, case studies, interviews, partnered content etc.
**DESKTOP WEBSITE**

Leaderboard
Half page
MPU Banner
Footer

**MOBILE WEBSITE**

Leaderboard
MPU Banner
Footer

---

## Technical specifications for website advertisement

<table>
<thead>
<tr>
<th>WEB BANNERS</th>
<th>SPECIFICATIONS</th>
<th>Desktop</th>
<th>Mobile website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>728 x 90 px</td>
<td>MPU</td>
</tr>
<tr>
<td>MPU 1</td>
<td>370 x 308 px</td>
<td>370 x 308 px</td>
<td>rectangle</td>
</tr>
<tr>
<td>MPU 2</td>
<td>370 x 308 px</td>
<td>370 x 308 px</td>
<td>rectangle</td>
</tr>
<tr>
<td>Half page</td>
<td>370 x 616 px</td>
<td>370 x 616 px</td>
<td>MPU</td>
</tr>
<tr>
<td>Pop up</td>
<td>550 x 480 px</td>
<td>300 x 250 px</td>
<td>rectangle</td>
</tr>
<tr>
<td>Footer</td>
<td>728 x 90 px</td>
<td>300 x 250 px</td>
<td>MPU</td>
</tr>
</tbody>
</table>

## E-MAILER (per full database send)

- E-blast (full database) $3,500
- Banner in monthly newsletter (with link) $2,000
- Button in monthly newsletter (with link) $1,500

## WEBSITE (per calendar month)

- Leaderboard $6,000
- Half page $5,000
- MPU 1 $3,000
- MPU 2 $3,000
- Footer $2,600
- Pop-up (once a day / page or visitor) $6,000