



EDUCATION MIDDLE EAST







EMPOWERING THE EDUCATORS

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.

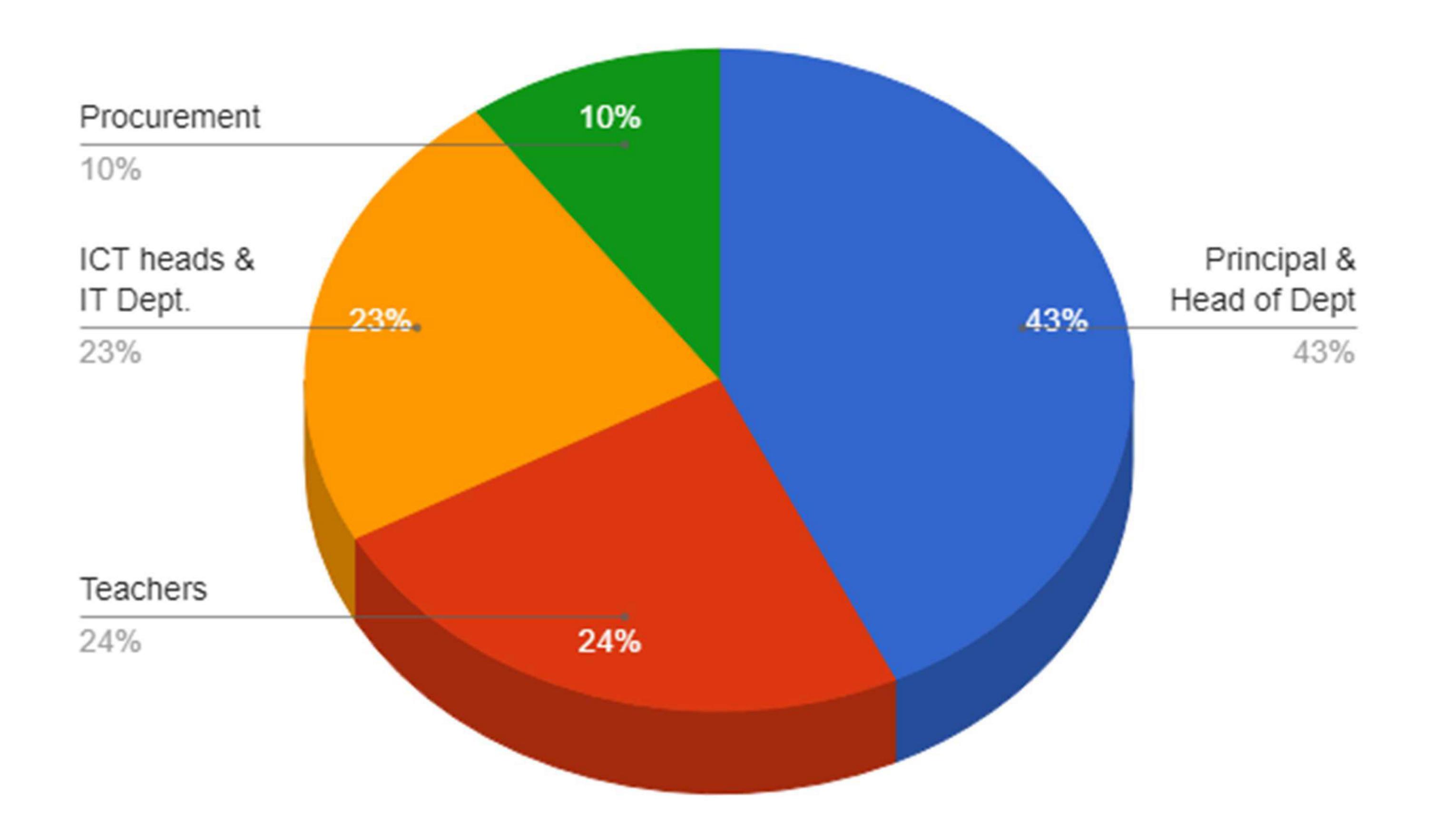
The site reaches out to senior leaders, educators, department heads, head teachers,

ICT heads, finance managers, purchase managers and decision makers from the education industry.

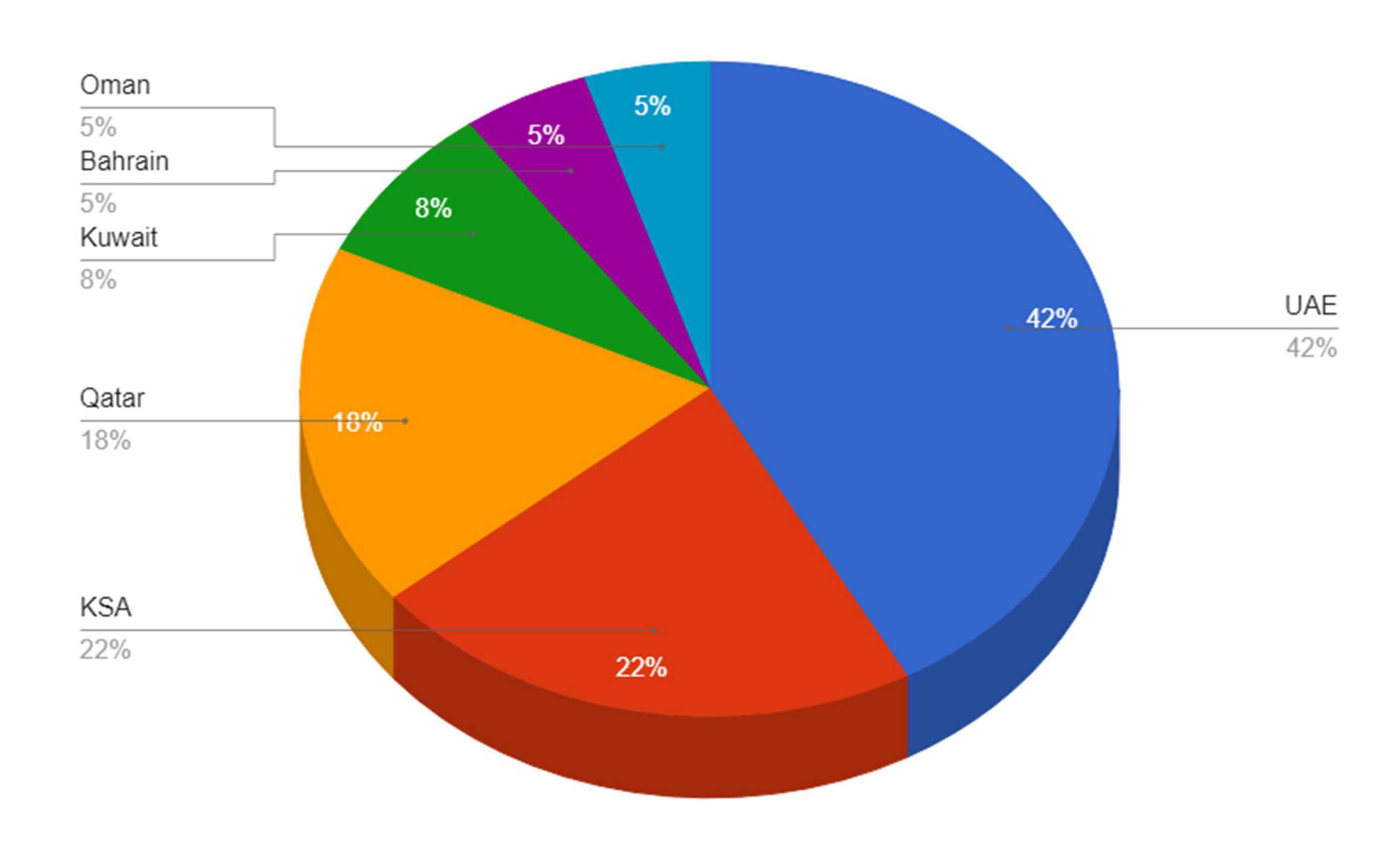
The focus is to relay information to those on the ground level of the educational sector, across a variety of topics, thereby creating an important tool for the region's educators and enabling them to prepare for this radical change and lead children towards increasingly smart education.

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.

Audience Demographic

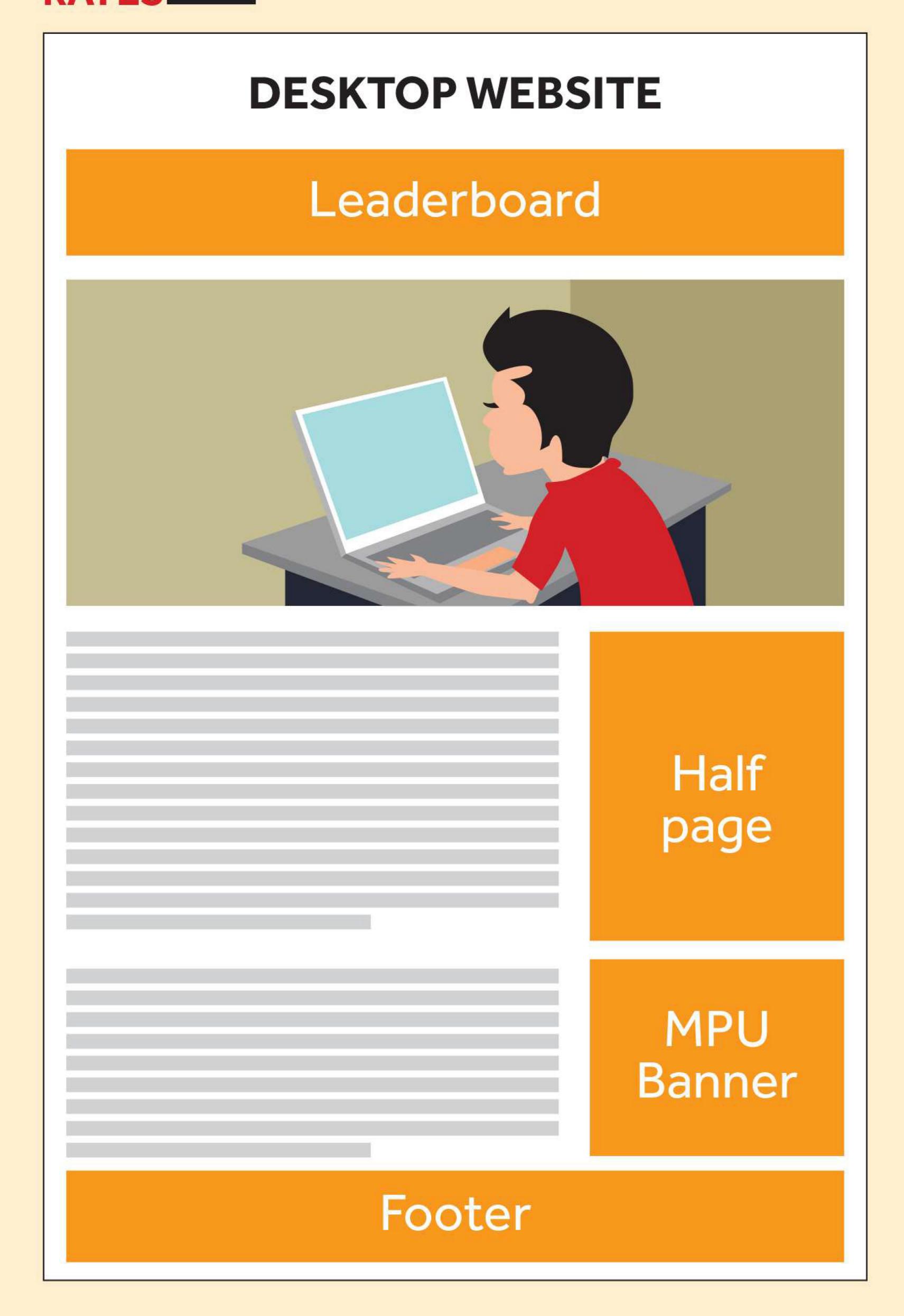


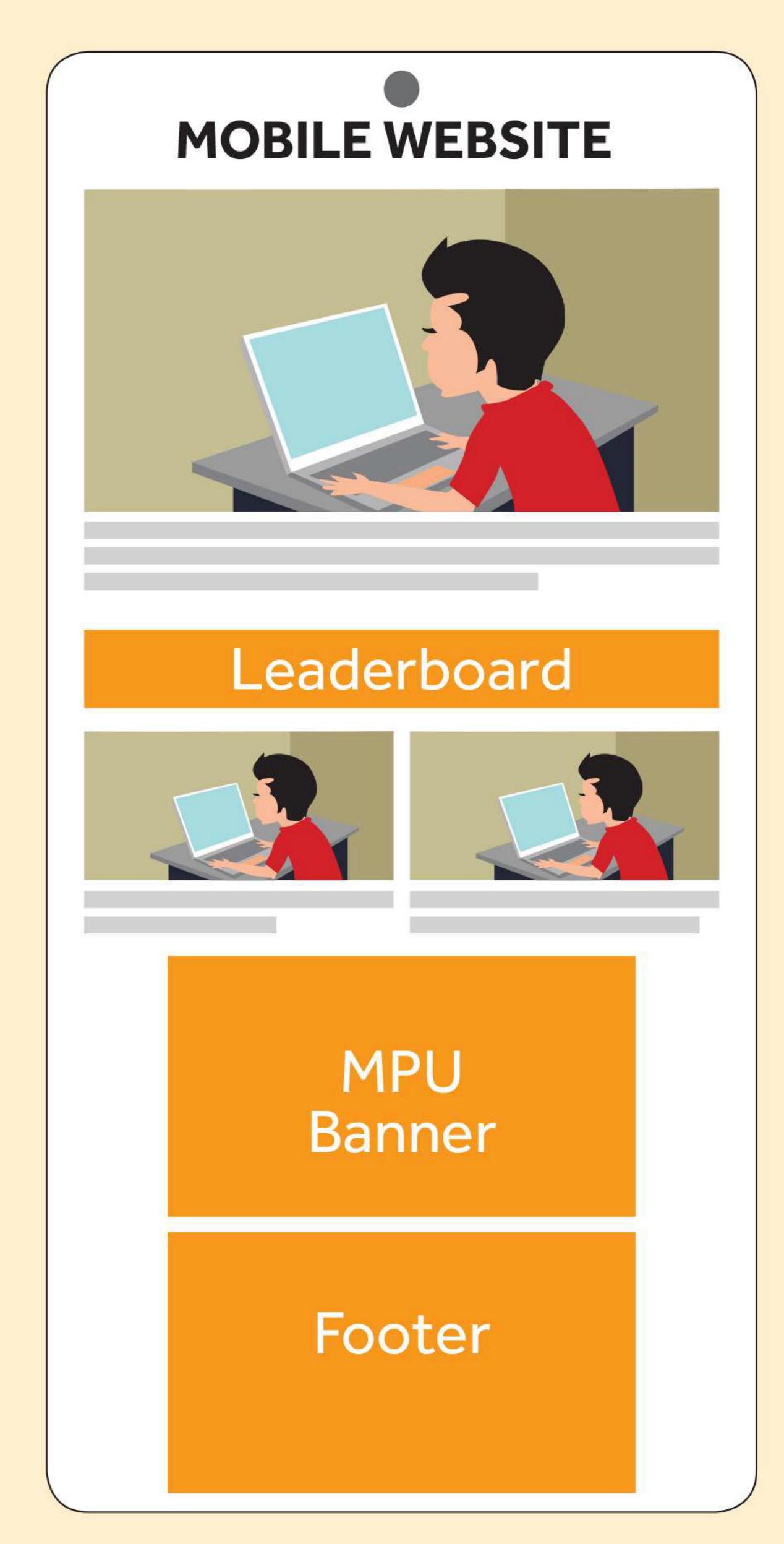
Geographical Breakdown





RATES____





Technical specifications for website advertisement

WEBBANNERS	SPECIFICATIONS			
	Desktop	Mobile website		
Leaderboard	728 x 90 px	728 x 90 px	MPU	
MPU 1	370 x 308 px	370 x 308 px	rectangle	
MPU 2	370 x 308 px	370 x 308 px	rectangle	
Half page	370 x 616 px	370 x 616 px	MPU	
Pop up	550 x 480 px	300 x 250 px	rectangle	
Footer	728 x 90 px	300 x 250 px	MPU	

WEB BANNERS	SPECIFICATIONS
MPU	370 x 308 px

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 calender 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		