

ELEARNING! MEDIA GROUP

MARKET & MEDIA KIT 2012

Business of Learning



In Print



Online

DELIVERING THE \$160 BILLION ENTERPRISE LEARNING MARKET



Mobile



In Person

Building Smarter Companies
Elearning!

www.2elearning.com

Government
Elearning!
Powering The Public Sector With Learning Technologies

www.gov.2elearning.com

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Elearning! Media Group Means Business

Targeting the \$160 billion learning industry takes more than one ad or an AdWord buy.⁽³⁾

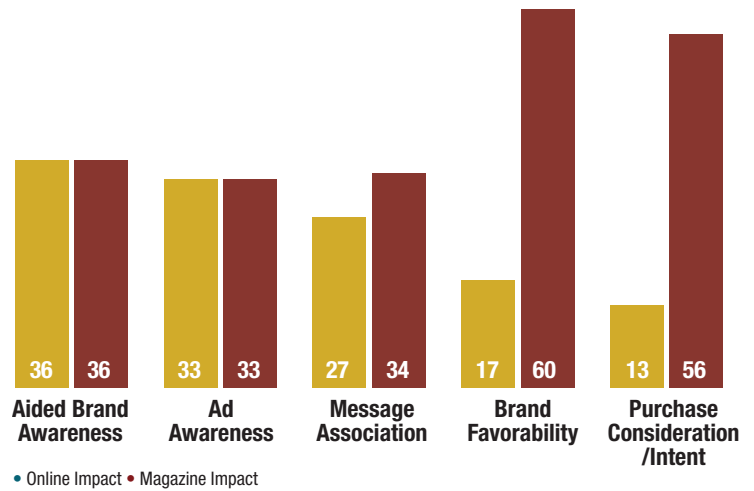
To drive prospects into buyers, you must meet your target buyer in the media channel that advances them through the purchase funnel. Which media is most effective? **Magazines are 5 times more effective at converting prospects into buyers.**⁽¹⁾ **This is why:**

- 97% of business executives rely on business-to-business magazines, web sites and events to stay on top of industry developments.⁽²⁾
- Executives rate business to business magazines #1 for credible, trusted and reliable information resources. Above all other media channels.⁽²⁾
- Executives value advertising in trade magazines; ads make brands top of mind and provide valuable product information; 86% are more likely to purchase advertised brand.⁽²⁾

Magazines Excel at Driving Results Through the Purchase Funnel, Especially at Lower Key Stages⁽¹⁾

“Through all stages of the purchase funnel magazines perform most consistently with significant lift at each of the stages. Magazines were the only medium to contribute 1/3 or more to total point change at each stage of the purchase funnel.”
 –Dynamic Logic

Performance Across the Purchase Funnel



Magazines Provide More “Bang for the Buck”

Magazines increased purchase intent **five times** as much as the Internet when looking at how each medium alone affected purchase intent.

Number of People Impacted per \$ Spent.⁽¹⁾

magazines



Internet



Source: Dynamic Logic, 2009, aggregation of 10 ROI studies

Source: 1) Dynamic Logic (Aggregation of 10 ROI studies) 2) Yankolovich/Harris Interactive Media Study 3) Ambient Research

Target the \$160 Enterprise Learning Market with *Elearning!* Media Group (EMG)

Experience, Stable, Reliable Media Brands Serving Economic Enterprise Buyers



Experience

EMG dates back to 1980. Our roots started in the teleconference and distance learning space under the Telecon brand. In 2000, *Elearning!* was born from the evolution of Internet-delivered services. And we haven't looked back. The robust enterprise learning and workplace technology industry is experiencing record innovation and double-digit growth.

Economic Buyers

EMG uniquely delivers the most qualified enterprise buyer by telephone qualifying every recipient of *Elearning!* and *Government Elearning!* magazines. Each subscriber is qualified for C-level suite titles, active learning technology initiative and budget with buying authority. No other media channel qualifies subscribers at this level, evidenced by our low overlap with competing brands. **Up to 97% of our subscribers are missed, if you miss advertising in *Elearning!* or *Government Elearning!* magazines.**⁽²⁾

Market Maker Brands

EMG is committed to bringing buyers and sellers together in print, online and event venues. This unique collaboration provides channels where buyers and sellers can convene to showcase solutions and innovations. From the Best of *Elearning!* Awards program to the *Elearning!* 100's top learning organizations, EMG brings the best and the brightest together to learn, share and buy.

EMG Means Business

EMG combines the power of branding with the reality of lead generation to impact sales immediately. EMG's Whole Story Package combines print and online advertising, editorial coverage with electronic newsletters advertising to generate the most impact for your message. Each Whole Story Package garners up to 1.3 million impressions annually and hundreds of qualified leads, hand-delivered from our embedded lead-capture tools.

New in 2012

EMG offers an exceptional brand-building package across *Elearning!* and *Government Elearning!* magazines at one low price. Generate record impressions across the corporate and public sectors with this print and online advertising campaign at 33% off when bundled.

Advertise Today

EMG delivers unmatched reach to enterprise learning and workplace technology buyers with award-winning industry coverage and integrated marketing to tell your whole story. Start your campaign today by contacting us at 888-201-2841 x842 or sales@2elearning.com.

About our Products: ⁽¹⁾

Elearning! Magazine

Launched: 2000
Frequency: 6 times
Subscribers: 58,500
Circulation: 150,000

Government Elearning! Magazine

Launched: 2009
Frequency: 3 times
Subscribers: 32,000
Circulation: 100,000

Elearning! Enews/Alert

Frequency: weekly
Subscribers: 46,080

Government Elearning! Enews

Frequency: bi-weekly
Subscribers: 20,000

Enterprise Learning! Summit

Launched: 2008
Frequency: Annual
Attendees: 1,500
Impressions: 3 million

Enterprise Learning! Conference & Expo

Launched: 2008
Frequency: Annual
Attendees: 3,000
Impressions: 9 million

www.2elearning.com

Frequency: 24/7
Visitors: 100,000+/mo
Impressions: 2.0 million

Sources:

- 1) Publisher's Own Data 2011
OpenX, Bridgemail, US Postal Service 2011
- 2) *Elearning!* Reader Study 2011

**Elearning!
Audience
Map⁽²⁾:**



Elearning! Delivers Enterprise Learning & Workplace Technology Buyers

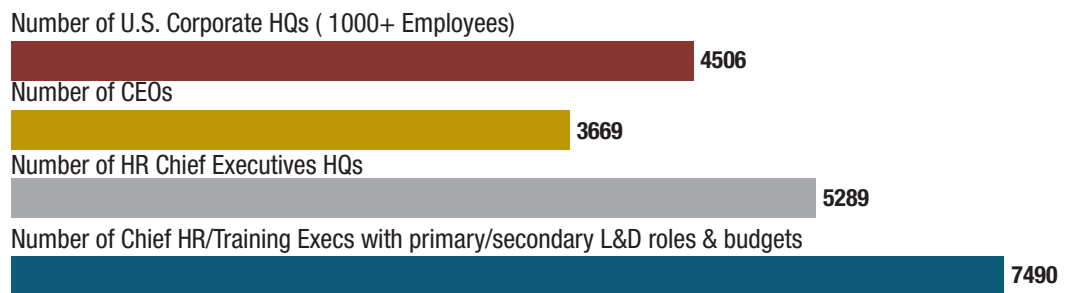
Target Enterprise Learning Buyers

All, 100% of *Elearning!*'s subscribers have an active enterprise learning technology initiative, delivering you the highest concentration of learning and workforce technology buyers. Each reader spends \$1.46 million annually on e-learning and \$4.9 million on enterprise learning initiatives. Reach these enterprise level decision-makers with *Elearning!* magazine. ⁽¹⁾

Reach the Decision Makers

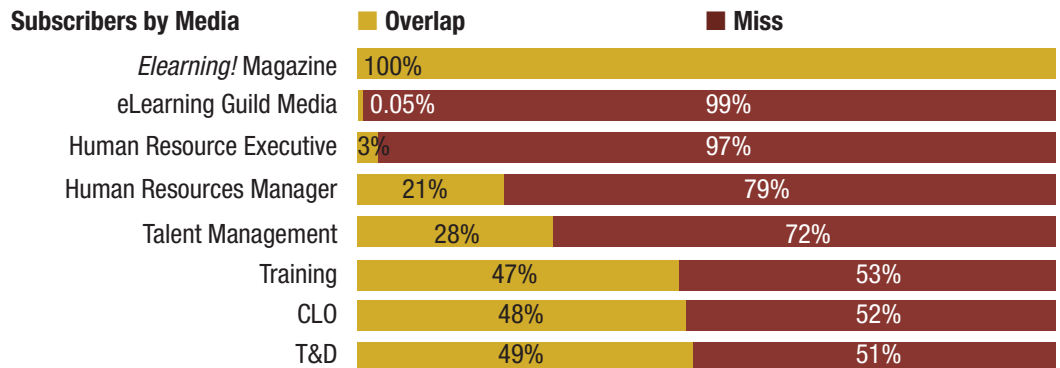
Elearning! reaches 100% of U.S. corporate headquarters with 1000+ employees.⁽²⁾ Every year, we telephone-qualify chief executives in the corporate suite for buying role and authority over training and workforce technology initiatives. The CEO, COO, CTO and Chief HR, Training and Talent executives with authority qualify to receive *Elearning!* magazine, delivering you the decision-makers. Readers represent multiple industries: financial, health-care, banking, manufacturing, high technology, pharmaceutical, telecom, utilities, hospitality, retail and business services. EMG is the only media channel to qualify 100% of subscribers at this level.

Elearning!'s Corporate Reach to 1000+ Headquarters ⁽²⁾⁽³⁾



Buyers You Miss if you Miss Elearning!

You can miss up to 97% of this targeted audience, if you miss *Elearning!* Magazine. EMG uniquely qualifies the learning and workplace technology buyer- and proof is in the overlap data. (Overlap data includes print and eMagazine subscribers)⁽¹⁾



Sources: 1) *Elearning!* Reader Survey 2011 2) Publisher's Own Data 2011 3) Dun & Bradstreet 2011

Elearning! Reaches Your Buyers

**Elearning! Magazine and eMagazine: 58,500 Subscribers
150,000 Circulation, 1.3 Million Impressions⁽¹⁾**

Elearning! magazine and eMagazine circulates to 150,000 professional every edition and includes magazine subscriber, eSubscribers, Web site Visitors, plus analysts and marketing partner distributions.

Circulation by Title

	<i>Elearning!</i> Magazine ⁽¹⁾	eMagazine	<i>Elearning!</i> Total	<i>Government Elearning!</i>
CEO, COO, CFO, CIO, CTO	3,470/28%	3,700/8%	7,170/12%	4,480/14%
Chief HR, Train, Development	6,900/55%	15,970/35%	22,870/39%	9,280/29%
EVP, VP, Dir, Sales/Marketing/Ops Admin/PM/Finance/Customer Care	2,050/17%	11,200/24%	13,250/23%	5,440/17%
HR, Trainer, Educator, Developer, Admin, Other Non-Management	0/0%	15,210/33%	15,210/26%	12,800/40%
Total	12,420	46,080	58,500	32,000
Combo Buy Total:	90,500			

Circulation by Industry

Elearning!

Financial/Banking/Insurance/RE/Legal
16,380/28%

Healthcare/Pharmaceutical
11,115/19%

Manufacturing/Processing
7,020/12%

High Tech Business Service
5,850/10%

Retail/Wholesale/Distribution
4,680/8%

Telecom/Utilities/Communications
4,095/7%

Other Business Services/Consultant
2,925/5%

Transportation/Logistics/AEC
2,890/5%

Hospitality/Travel/Entertainment/Media
2,375/4%

Oil/Gas/Mining
1,170/2%

Government Elearning!

Federal GOV (non military)
8,960/28%

Military/Defense Contractor
5,480/17%

State/Local/County GOV
5,400/17%

Association/Non Profit
5,760/18%

Post Secondary Ed
3,260/10%

Other
3,140/10%

Source: (1)Publisher's Own Data 2011 (2) E-learning User Study 2011

Enterprise Subscribers' Buying Power

(Annual average per subscriber)

E-learning Investments



Enterprise-wide Learning Investment



**New in 2012:
Combo Buy
Elearning! &
GOV Elearning!
90,500 circulation
Only \$7950 net**

**Public Sector
Subscribers'
Buying Power⁽³⁾**

(Annual average
per subscriber)

E-learning Investment



**Enterprise-wide
Learning Spend**



**Government Elearning!: Powering the Public Sector
With Learning & Workplace Technologies**

Celebrating four years, *Government Elearning!* is the exclusive voice of the \$100 billion public-sector learning market. ⁽¹⁾ A two-time award-winner, *Government Elearning!* magazine is the premier resource for federal, military, state, local agencies and non-profits that drive organization performance with learning and workplace technologies.

Government Elearning! Serves Your Buyers

Government Elearning! magazine & e-zine: **32,000 subscribers, 100,000 circulation, 750,000 impressions** ⁽²⁾

All, 100% of *Government Elearning!* subscribers have an active enterprise learning initiative. ⁽³⁾ The average investment has steadily grown. The typical subscriber invests \$8.6 million on e-learning and \$14.65 million on enterprise-wide learning initiatives. This is 200% higher than 2010. These buyers are among the largest employers in America, with 30,421 employees on average.

Circulation by Title:

Executive/Legislative Leadership	4480/14%
Human Resources Management	9280/29%
Admin/Ops/Tech/Fin/Project Mgt	5440/17%
Trainer/HR/All Other Non-mgt	12800/40%
Total	32,000

Circulation by Organization:

Federal GOV (civilian)	8960/28%
Military/Defense Contractor	5480/17%
State/Local/County GOV	5400/17%
Association/Non Profit	5760/18%
Post Secondary Education	3260/10%
Other Public Sector	3140/10%
Total	32,000

Who You Miss Without *Government Elearning!*

You can miss up to 99% of this targeted audience, if you miss *Government Elearning!* magazine. Despite the planned investments and size of organization, these buyers are overlooked by other media channels. (Overlap data includes print and e-magazine subscribers.)

Subscribers by Media Channel ⁽³⁾

	Overlap	Miss
<i>Government Elearning!</i>	100%	
Public Manager	1%	99%
Federal Computing Week	10%	90%
Government Executive	14%	86%
Government Technology	14%	86%
Talent Management	26%	74%
CLO	38%	62%

Sources: 1) Ambient Research
2) Publisher's Own Data 2011
3) *Government Elearning!* Reader Study 2011



Government Elearning! Magazine

Every qualifying ad placement in *Government Elearning!* earns a full year of exposure across all media channels: magazine, e-zine, Enews, Alerts and Web site. In total, more than 750,000 ad impressions will be served over the year.

	Spring	Summer	Winter
Ad Close	4/1	6/15	11/1
Mail	4/15	7/1	11/15
Special Issues:	<i>Learning!</i> 100 Awards	<i>Government Learning!</i> Fact Book & Buyers Guide	Best of <i>Elearning!</i> Awards
Strategy:	<i>Learning!</i> 100 Profiles	Learning Technology Trends	Driving Innovation
Management:	Coping with Cutbacks	LMS & TMS Buyer Study	Outsourcing vs Insourcing
Best Practices:	Gov 2.0: Cloud, Telework, Oh My!	LMS/TMS RFP	The Anatomy of GOV Extended Enterprise
Technology:	Rapid Development Tools The Digital Promise	Engagement Tool Trends	3-D Virtual Worlds
Implementation Spotlight:	NASA	Dept of Veterans Affairs	<i>Learning!</i> 100 Profile
Best of <i>Elearning!</i> Focus:	Engagement Tools	Virtual Environments	Learning & Talent Mgt Systems
Product Spotlight:	none	Corporate Profiles	Best of <i>Elearning!</i>
Pulse Survey	Outsourcing	Social Platforms	E-learning Development Tools

Departments:

Collaborative Thinking by David Coleman, Collaborative Strategies

Leader's View guest column by senior leader

Last Word guest column by industry expert

Bonus Distribution:

Enterprise Learning! Summit DC, FC Virtual Worlds, HCM Summit, DoD eLearning Symposium, ADL GameTech

Enterprise Learning! Conference & Expo, SALT, FOSE, ADL iFest

IITSEC, All 2012 Events

Gov EL Enews

1/5, 2/9, 3/8, 4/5

5/3, 6/7, 7/5,8/2, 9/6,10/4

11/1, 12/6

Gov EL Alert

1/19,2/16, 3/15, 4/19

5/17, 6/21, 7/19, 8/16, 9/20

10/18,11/15,12/20

***New in 2012: Combo Buy Elearning! & GOV Elearning!
90,500 circulation Only \$7950 net***

**Elearning!
Awards:**

2011 Best Computer/
Technology Training Trade
Publication

2010 Best Computer/
Technology Training
Trade Publication

2009 Best Computer/
Technology Training
Trade Publication

2008 Best Computer/
Technology Training
Trade Publication

2009 Excellence for Best
Article Series, Trade

2009 Excellence for Best
Themed Issue

2007 Excellence for Best
Trade Magazine

2006 Best Quarterly
Trade Magazine

2006 Excellence for Best
Overall Design

2005 Excellence for Best
Quarterly Trade Magazine

2005 Best New
Trade Magazine

**Government
Elearning!
Awards:**

2011 Best Trade
Magazine

2010 Best Trade
Magazine



EMG Delivers Award Winning Content That Executive Leaders Expect Via the Devices They Need *Elearning!* Media Group's award winning content is accessible via print, online or mobile device. From YouTube videos, live streamed virtual events to iPad hosted magazine content, executives can access content when, where and how they wish.

EMG has earned eleven editorial awards across *Elearning!* and *Government Elearning!* magazines. As the voice of the enterprise learning and workplace technology industry, executives trust EMG magazines to provide them reliable, honest commentary on how to deploy initiatives that drive enterprise performance.

Each edition focuses on case studies that outline steps to successful implementation; new products performance and practices; Market trends & analysis from industry researchers, practitioners and analysts; Unbiased, reliable features from experts reporting on the results of the industry's best practices.

Our Team:



Jerry Roche, Editor in Chief. Five years leading EMG magazines. Over 20 years covering learning, technology and business news and leaders, Jerry's fresh take on new technologies translates into actionable advice for non-tech audiences.



Joe DiDonato, Editor at large. Over 20 years as a learning leader at PeopleSoft (now Oracle) and a former CEO of Interwise (now MZinga), Joe has the experience and perspective to safely guide those charting the learning and technology waters.



Sarah Chapman, Virtual Engagement Manager. Celebrating 7 years with ELM, Sarah leads EMG's web seminar series, online media and Enterprise Learning! Virtual Events. Meet her virtually or via social media where she works her magic.



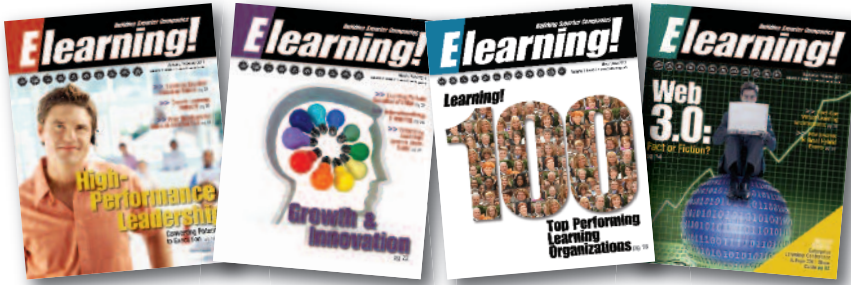
Tim Martin, Director, Business Development. Tim brings 15+ years of experience from IBM, Allen Interactions, and eLearning Guild. He has developed e-learning, marketed e-learning and provides a balanced perspective on the business of learning and workplace technologies.



Catherine Upton, Publisher. Catherine launched *Elearning!* and has seen the industry morph since 2000. As the analyst of the team, you'll find Catherine's byline on ELM's research studies and her tweets from the many events she attends.

Our Partners:

- >> Bersin & Associates: Learning Leaders Awards Program Media Partner
- >> Aberdeen Group: *Learning!* 100 Awards Program Partner
- >> Department of Commerce's National Technical Information Services
- >> Department of Defense's Advanced Distributive Learning Initiative
- >> Federal Government Distance Learning Association
- >> GovLoop



Elearning! Magazine

Every qualifying ad placement in *Elearning!* earns a full year of exposure across all media channels: magazine, e-zine, Enews, Alerts and Web site. In total, more than 1.3 million impressions garnered for you message over the entire year.

	Jan/Feb*	Mar/Apr*	May/June	July/Aug*	Sept/Oct	Nov/Dec*
Ad Close	1/15	2/15	4/15	6/15	9/1	11/1
Mail	2/1	3/1	5/1	7/1	9/15	11/15
Special Issues:	Bersin's Learning Leaders	Enterprise <i>Learning!</i> Summit DC Show Guide	<i>Learning!</i> 100 Award Issue	E-learning Fact Book & Buyers' Guide	Enterprise <i>Learning!</i> Conference & Expo Show Guide	Best of <i>Elearning!</i> 2011
Strategy:	Integrating Learning Into Your Corporate Culture	Moving Learning into Workplace Strategies	<i>Learning!</i> 100 Profiles	Learning Technology Trends	Evolution of Learning Organizations: Learning 1.0, 2.0 or 3.0?	2013 HR & Talent Trends
Management:	Why Technology is Making Your Staff Obsolete	Transformational Technologies	Measuring Results of Learning 2.0	LMS & TMS Buyer Study	Why Serious Games Matter	Driving Innovation
Business:	Identifying Stable Vendors	Calculating Learning's ROI	Budgeting Software for Development	LMS/TMS RFP	Setting Budgets	Outsourcing vs Insourcing
Technology:	How to Spec the Social Learning Network	Evolution of Learning Mgt Systems	Rapid Development Tools	Engagement Tool Trends	Virtual Learning Solutions	The Anatomy of Extended Enterprise Portal
Implementation Spotlight:	Khan Academy	Westinghouse	Cheesecake Factory	<i>Learning!</i> 100 Profile	<i>Learning!</i> 100 Profile	<i>Learning!</i> 100 Profile
Best of <i>Elearning!</i> Focus:	Authoring	Content	Engagement Tools	Virtual Learning Environments	Video & Presentation Tools	Learning & Talent Systems
Product Spotlight:	Social Platforms	Sponsor Directory	None	Corporate Profiles	Sponsors Directory	Best of <i>Elearning!</i>
Pulse Survey:	Mobile (iPad, Apps)	Virtual Learning	Outsourcing	Social Platforms	Content	E-Learning Development Tools

Departments:

Collaborative Thinking by David Coleman, Collaborative Strategies	Business of Learning by Joe DiDonato
Leader's View by guest CEO	Industry Pulse featuring spot trend survey
Last Word by guest practitioner	

Bonus Distribution:	TechKnowledge Impact	Enterprise <i>Learning!</i> Summit DC <i>Learning!</i> 100 Awards HCM Summit	ASTD SHRM iHRIM	Enterprise Learning! Conference & Expo SALT	Enterprise Learning! Conference & Expo	Corp Univ Week All Events '12
EL Enews	1/3, 2/7	3/6, 4/3	5/1, 6/5	7/3, 8/7	9/4, 10/2	11/6, 12/4
EL Alert	1/17, 2/21	3/20, 4/17	5/15, 6/19	7/17, 8/21	9/18, 10/16	11/20, 12/18

Note: Editorial subject to change without notice at the discretion of the publisher.

***New in 2012: Combo Buy Elearning! & GOV Elearning! 90,500 Circulation Only \$7950 Net**

**Elearning!
Online Profile⁽¹⁾**

eSubscribers:
46,080
E-learning Initiative:
100%
International Audience:
20%
One Location:
23%
Multiple Locations:
76%
E-learning Spend:
\$1.46 mil
Enterprise Learning Spend:
\$4.9 mil
Buying Authority:
87%
Employee #:
7,952

**Government
Elearning! Online
Profile⁽²⁾**

E-subscribers:
20,000
E-learning Initiative:
86%
One Location:
36%
Multiple Locations:
64%
E-learning Spend:
\$8.6 mil
Enterprise Learning Spend:
\$14.6 mil
Employee #:
30,421

EMG's online brands generate more than 2.0 million impressions annually,⁽¹⁾ of which 86% report an active enterprise learning technology buying initiatives. Target these buyers searching for your solutions via www.2elearning.com, *Elearning! Enews*, *Elearning! Technology Alert*, and *Government Elearning! Enews*.

Branded Online Media Delivers You More Qualified Buyers

According to OPA, media Websites provide the best results for online ad campaigns, versus portals or ad networks. Visitors consider media Websites more reliable, objective and informative. Visitors seek original content sources they can trust when searching for advice and product information. This is why visitors spend more time on www.2elearning.com than portals or ad networks.



www.2elearning.com

New in 2012: 2elearning.com will evolve with enhanced Web 2.0 features, communities and more. Meet buyers seeking new learning and workplace technology solutions. Reach these buyers online with high visibility, high share of voice Website advertising via banners, box ads, YouTube videos, keyword searches, blog ads, and customized content sponsorships. Generate leads today with sponsored whitepapers, Web seminars and more.



Elearning! Enews & Alerts:

Media branded e-mail campaigns will generate 20x higher opens than a vendor e-blast. Leverage our brand and advertise in EMG's Enews and Alerts.⁽³⁾



These weekly e-mail newsletters are delivered to the desktops of more than 46,000 executives. The Alert focuses on technologies and trends, and e-news addresses top stories and late-breaking news analysis. Campaigns can fit any budget and deliver leads in hand with EMG's unique lead-capture tool.



Government Elearning! Enews

This bi-weekly enews is delivered to 20,000 public sector leaders. The editorial format captures readership, drives opens and click rates. Advertise here for a fraction of an email list rental, and get more readership and frequency for the money.



Elearning! Exclusive Alert & Government Elearning! Exclusive Alert

Leverage our brand and generate 20x the open rates. And own all the content in this exclusive alert. Use all the text and ad positions to educate, persuade, sell and close prospects. Mix up the offers to reach those cross-industry multiple products, and advance the prospect up the purchase funnel. The Exclusive Alert is 75% off the e-mail list rental rate, and inventory is limited.

1) Elearning! Reader Study 2011 2) Government Elearning! User Study 2011 3) Interactive Advertising Bureau 2010

Elearning! Web Seminar Series

Sponsors are invited to host one-hour Web seminar(s) on your topic or sponsor our editorial-driven sessions. Sponsorship packages start at \$7500. Select from any of the following sponsorships to achieve your marketing goals. Additional discounts will apply for multiple placements.

Web Seminar Basic \$7500

- >> One-hour Web seminar hosted on your platform.
- >> EMG will promote in e-mail newsletters
- >> EMG provides one speaker or moderator.

Web Seminar Full Service \$12,950

- >> One-hour Web seminar hosted by EMG
- >> EMG furnishes all speakers
- >> EMG promotes Web seminar in print, online and Web advertising
- >> EMG 1/3 page ad in ELM or GOV ELM magazines
- >> EMG hosts Web seminar on demand up to six (6) months
- >> EMG furnishes sponsor full registered attendee list

Web Seminar Full Service Plus \$15,950

- >> All features in Web Seminar Full Service Above
- >> Plus Full Page Whole Story Package (Value \$45,000)



Custom Marketing Campaigns

EMG is a full-service media company. Our experts can construct custom publications, syndicated research, live or online events, road shows, and more.



Direct Your Message to Buyers

Rent the *Elearning!* and/or *Government Elearning!* magazine subscriber list, e-mail list or selects. Send your promotion when it suits your schedule. Let us insert your company literature, CD into *Elearning!* or *Government Elearning!* magazine's mailing via polybag or insert. All for less than the cost of postage.

Have a story to tell?

Let us compile expert content around your topic, interview your experts, and create your branded magazine, e-magazine, online newsletter, Web seminar series, mico-site or iPad app.

Got original research?

We do. Let our team construct a custom study for your benefit. We will analyze, publish and present the data to the EMG audience. Leverage syndicated research with our lead generating distribution and promotion.



Leverage our Event Footprint.

- >> Co-locate your user conference, themed educational sessions or tracks alongside Enterprise Learning! Events.
- >> Let EMG take your user conference virtual. Expand your reach beyond your footprint — and even follow the sun. Ask us how.

No need to hire more staff — let our team do the work for you.

Ask your sales representative for the Business Requirements Worksheet to begin the process.

TOP TEN REASONS TO EXHIBIT

- 1 Target the \$160 billion learning & workplace technologies industry⁽¹⁾
- 2 100% of attendees have active initiatives & budgets to spend⁽²⁾
- 3 Reach 300% more buyers with ELCE & ELCE Virtual⁽³⁾
- 4 Share & exchange ideas in Innovations Theater
- 5 Compete for recognition at the Best of *Elearning!* Awards
- 6 Reduce sales costs by 158%⁽³⁾
- 7 Shorten sales cycle and increase conversions 40%⁽³⁾
- 8 Match make with high quality buyers via our appointment setting tool
- 9 Leads, Leads, Leads! Tell us who and how many, and we do the rest
- 10 Capture your missed market with our virtual event. 100% of buyers not traveling would attend a virtual event if given the option⁽³⁾

Enterprise Learning!

E V E N T S

Since 2008, Enterprise Learning! events have experienced 48% attendance growth. These hybrid events offer sponsors the power of face-to-face sales with the lead generation of online virtual events. All are focused on helping executives build smarter organization with learning and workplace technologies.

EL Enterprise Learning!
S12 Summit 2012

March 20-21, 2012
Old Town Hilton, Alexandria, VA
www.theelsummit.com



Where Leaders Meet To Build Smarter Organizations

Enterprise Learning! Summit DC is home to the *Learning!* 100 and GovLearn Conference, co-hosted with Department of Commerce. Join the country's learning leaders at the Summit. Meet best in class organizations across the corporate and government sectors, as well as those building smarter organizations. Ask about sponsorship opportunities at the Summit DC and virtually. For prospectus, contact sales @2elearning.com

EL Enterprise Learning!
CE Conference & Expo

Fall 2012
California
www.elceshow.com



Learning & Workplace Technology Marketplace⁽¹⁾

Enterprise Learning! Conference & Expo (ELCE) exclusively serves the \$160 billion learning and workplace technology marketplace. The event showcases key technology enablers of employee and workplace performance, and is home to the Best of *Elearning!* Awards. At ELCE, all stakeholders share, exchange and compete to deliver the best solutions and processes. Attendees have active learning initiatives and the budget to invest. Place your product,

customer case study and or services in front of these key buyers at ELCE 2012. For prospectus, e-mail sales@2elearning.com

Experience Hybrid Events. You'll Never Go Back



Enterprise Learning! Events are the exclusive hybrid event venue in the learning technology marketplace. Attendees can participate in person at the venues in DC or California. Meanwhile, their team members can view live streamed content at the office. Why choose when you can get the best of both worlds- Live face to face sales opportunities AND lead generation of online! Contact sales to learn how at sales@2elearning.com

Sources: 1) Ambient Research, 2) *Elearning!* Reader Study 2011 3) CEIR

EMG packages two programs to build brand awareness and tell your whole story. Each offers unique advantages based upon your marketing objectives.

Lead Generating Campaigns: Tell Your Whole Story: 1.3 million impressions⁽¹⁾

The *Elearning!* Whole Story Package provides you the channel to communicate your unique brand message in print and online advertising, coupled with the credibility of supporting editorial content. Each element is delivered to the desks of qualified executive buyers. Plus, EMG will supply you a monthly lead report with contacts who responded to your campaigns online and via e-news promotions. One Whole Story Package generates multiple impressions over eight weeks, and delivers leads in hand. Overall, you will earn 1.3 million impressions over the year — keeping your brand top of mind. The package includes promotions valued at more than \$40,000:

Whole Story Package I:

- Full Page ad in *Elearning!* magazine
- Full Page ad in *Elearning!* e-zine
- Exclusive e-zine e-mail promotion to 43,000
- Three e-news/Alert Box Ads
- 12 mos. hosting on 2elearning.com
- Bonus: Full page of content in magazine & e-zine with ad schedule

Total Value: \$45,900 Your Rate: \$6750
Also Available in Gov Elearning! \$5750

Whole Story Package II:

- Half Page ad in *Elearning!* Magazine
- Half Page ad in *Elearning!* eZine
- Exclusive eZine Email Promotion to 43,000
- Two eNews/Alert Box Ads
- 12 mos hosting on 2elearning.com
- Bonus: Half page of content in magazine & e-zine with ad schedule

Total Value: \$40,985 Your Rate: \$4095
Gov Elearning! \$3500

Brand Building Campaigns Drives Prospects into Buyers: 2 million impressions

Overwhelmingly, 95% of executives rely on trade industry publications, Websites and events to cut through the clutter and to receive objective reliable industry news and product information.⁽²⁾ Eleven-time award-winning EMG offers the best environment for your advertising message. Surround your brand with EMG's award-winning content via our Brand Builder Package that delivers over 2 million impressions to the corporate and public sector marketplace.

Brand Builder Package: 2 million impressions

- Full Page ad in *Elearning!* & *Government Elearning!* magazines
- Full Page ad in *Elearning!* & *Government Elearning!* e-magazines
- Exclusive e-magazine e-mail promotion to 63,000
- One month banner ad on 2elearning.com
- 12 mos. hosting on 2elearning.com

Total Value: 82,640 Your Rate: \$7950

Choose Everything Enterprise Learning for Your Advertising

EMG delivers unmatched reach to enterprise learning and workplace technology buyers with award-winning industry coverage and integrated marketing to tell your whole story. Start your campaign today by contacting us at 888-201-2841 or sales@2elearning.com.

Sources: 1) Publisher's Own Data 2) Harris/Yankovich Study

Whole Story Package



The Brand Builder



What you Get When You Advertise in *Elearning!* Magazine: The Whole Story Package

	Full Page Ad	Half Page Ad
<i>Elearning!</i> Print Magazine (\$6,995)	Full page 4-c Ad	Half page 4-c Ad
<i>Elearning!</i> E-zine (\$1,700)	Full page 4-c Ad	Half page 4-c Ad
<i>Elearning!</i> E-zine E-mail (\$5,495)	Excl Email	Excl Email
<i>Elearning!</i> E-News (\$4,800)	E-zine 3x	E-zine 3x
<i>Elearning!</i> Alert or E-News (\$4,800)	3 Box Ads	2 Box Ad
<i>Elearning!</i> Web site (\$21,600)	12 mos hosting	12 mos hosting
Package Value	\$45,900	\$40,985
YOUR RATE:	\$6,750	\$4,095

Advertising Bonus: Full or half page of content with multiple ad placements. (Value 9485 fp, \$5550 1/2)

**Limited to case study or new product page for multiple ad placements contracted on or before 12/15/09. (Value \$9,485 fp, \$5550 1/2 pg.)*

NEW in 2012! Brand Builder: *Elearning!* & GOV *Elearning!* Magazine

	Full Page Ad
<i>Elearning!</i> & GOV EL! Print Ad (\$12,990)	Full page 4-c Ad
<i>Elearning!</i> & GOV EL! E-zine (\$3,400)	Full page 4-c Ad
<i>Elearning!</i> or GOV EL! E-zine E-mail (\$5,495)	Excl E-mail
GOV <i>Elearning!</i> Enews (\$4,800)	E-zine 3x
<i>Elearning!</i> & GOV EL! Web Banner (\$2,595)	1 month
<i>Elearning!</i> & GOV EL Web site (\$21,600)	12 mos hosting
Package Value	\$82,640
YOUR RATE:	\$7,950

Elearning! Magazine Open Rates 2012

<i>Elearning!</i> Magazine & E-zine	1x	6x	12x	E-zine Only (123,000 circulation)	
				1x	6x
Circulation: 58,420	4-color Net Rates				
Spread	\$12,490	\$11,490	\$10,490	\$3100	\$2100
Full Page	\$6995	\$6750	\$6350	\$1700	\$1295
1/2 Page	\$4295	\$3995	\$3795	\$1295	\$995
1/3 Page	\$2700	\$2495	\$2195		
1/4 Page	\$2075	\$1875	\$1675		
E-zine Sponsor Tool	\$1995	\$1795	\$1595		
E-zine Video Welcome	\$2995	\$2795	\$2495		

Premium Positions No guaranteed positions without premium

Cover 2 or 4	+20%
Cover 3 or TOC	+10%
Other requests	+5%

<i>Elearning!</i> E-News or Alert	1x	6x	12x
Circulation: 46,080	4-color Net Rates		
1st Tues. of each month			
Top Ad Banner	\$2095	\$1895	\$1695
2nd Ad Banner	\$1895	\$1695	\$1495
Top Text Ad	\$2395	\$2095	\$1895
2nd Text Ad	\$2295	\$1995	\$1795
3rd Text Ad (Alert Only)	\$2095	\$1895	\$1695
1st or 2nd Button Ad	\$1595	\$1495	\$1295
3rd to 5th Button Ad	\$1395	\$1295	\$995
Exclusive Alert* (All Ad Slots)	\$5495	\$4995	\$4695

*Available Only with Media Schedule

New in 2012: Combo Buy *Elearning!* & GOV *Elearning!* 90,500 circulation Only \$7950 net

NEW in 2012!

<i>Elearning!</i> Magazine List Rental	
Circulation: 12,420 Min 5000 order	
Direct mail labels	\$250/1000
Selects: title, industry, region	\$50/1000

<i>Elearning!</i> Magazine E-mail Rental	
Circulation: 46,080 Min 5000 order	
Email names	\$500/1000
Selects: title, industry, region	\$50/1000
Suppress /blast fees	\$250

<i>Elearning!</i> Website	1 mo	6 mos	12 mos
Annual Visitors: 1.0+ million			
Flat Rates Option	\$100/1000 ad impressions		
HP Rotating Top Banner 728x90	\$2395	\$2095	\$1895
HP Top Mid Box Ad 300x250	\$2295	\$1995	\$1795
HP 2nd Mid Box Ad 300x250	\$2195	\$1895	\$1695
ROS Banner 728x90	\$2095	\$1895	\$1695
ROS Mid Box 300x250	\$1995	\$1895	\$1750
White Paper Download for 3 mos	\$1795	\$1495	\$1250

<i>Elearning!</i> Online Directory	3 mos	6 mos	12 mos
Basic Listing			FREE
Company Name & Basic Listing			\$500/year
Featured Company w/i Category			\$1200/yr
Featured Product on Landing Page	\$1500	\$2400	\$3600

Logos, Pop-to-Top & other upgrades are available.

All rates subject to change.

To review terms and conditions and specifications, view online media kit at www.2elearning.com

Get The Whole Story Package in Government Elearning!

	Full Page Ad	Half Page Ad
Government Elearning! Print Magazine (\$6,000)	Full page 4-c Ad	Half page 4-c Ad
GOV Elearning! E-zine (\$1,500)	Full page 4-c Ad	Half page 4-c Ad
GOV Elearning! E-zine E-mail (\$5,495)	Excl E-mail	Excl E-mail
GOV Elearning! E-News (\$3,900)	E-zine 3x	E-zine 3x
GOV Elearning! Alert/E-News (\$3,900)	3 Box Ads	2 Box Ads
GOV Elearning! Web site (\$19,200)	12 months hosting	12 months hosting
Package Value	\$37,500	\$34,300
YOUR RATE:	\$5,750	\$3,500
WSP Early Booking Bonus:*	1 page of content/edition*	1/2 page content/edition*

*Limited to case study or new product page for multiple ad placements. (Value \$7500 fp, \$4300 1/2pg)

New in 2012! Brand Builder: Elearning! & GOV Elearning! Magazine

	Full Page Ad
Elearning! & GOV EL! Print Ad (\$12,990)	Full page 4-c Ad
Elearning! & GOV EL! E-zine (\$3,400)	Full page 4-c Ad
Elearning! or GOV EL! E-zine E-mail (\$5,495)	Excl E-mail
GOV Elearning! Enews (\$4,800)	E-zine 3x
Elearning! & GOV EL! Web Banner (\$2,595)	1 month
Elearning! & GOV EL Web site (\$21,600)	12 mos hosting
Package Value	\$50,900
YOUR RATE:	\$7,950

Government Elearning! Magazine Open Rates 2012				
Magazine & E-zine	1x	6x	E-zine Only	
Circulation: 32,000	4-color Net Rates		1x	6x
Spread	\$11,990	\$10,990	\$2900	\$1990
Full Page	\$5995	\$5750	\$1495	\$995
1/2 Page	\$3750	\$3500	\$795	\$695
1/3 Page	\$2800	\$2495		
1/4 Page	\$1850	\$1595		
E-zine Sponsor Tool	\$1695	\$1095	\$2495	\$1995
E-zine Video Welcome	\$2995	\$2500	\$3950	\$2995
Premium Positions No guaranteed positions without premium				
Cover 2 or 4	+20%			
Cover 3 or TOC	+10%			
Other Requests	+5%			

Government Elearning! E-News & Alert	1x	6x	12x
Circulation: 20,000	4-color Net Rates		
1st Tues. of each month / 2nd- 4th week pf month			
Top Ad Banner	\$1295	\$1195	\$1095
2nd Ad Banner	\$1195	\$1095	\$995
Top Text Ad	\$1295	\$1195	\$1095
2nd or 3rd Text Ad	\$1195	\$1095	\$995
1st or 2nd Box Ad	\$1095	\$995	\$895
3rd - 5th Box Ad	\$995	\$895	\$795
Exclusive Alert* ALL Ad Slots	\$2995	\$2695	\$2395

To review terms and conditions and specifications, view online media kit at www.gov.2elearning.com. *Available only with media schedule.

New in 2012: Combo Buy Elearning! & GOV Elearning! 90,500 circulation Only \$7950 net

NEW in 2012!

GOV Elearning! Magazine List Rental	
Circulation: 12,000 Min 5000 order	
Direct mail labels	\$250/1000
Selects: title, industry, region	\$50/1000

GOV Elearning! Magazine E-mail Rental	
Circulation: 20,000 Min 5000 order	
E-mail names	\$500/1000
Selects: title, industry, region	\$50/1000
Suppress /blast fees	\$250

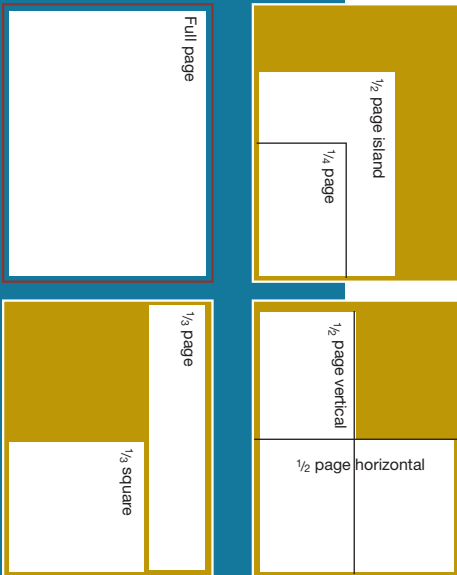
Government Elearning! Website			
Up to 400,000 visitor sessions/yr	1 mo.	6 mos.	12 mos.
Flat Rate Pricing	\$100/1000 ad impressions		
HP Top Banner Rotate 728 x 90	\$1595	\$1495	\$1395
HP Top Mid Box Ad 300 x 250	\$1595	\$1495	\$1395
HP 2nd or 3rd Mid Box Ad 300 x 250	\$1295	\$1195	\$1095
ROS Top Banner 728 x 90	\$1495	\$1395	\$1295
ROS Top Mid Box Ad 200 x250	\$1395	\$1295	\$1150
ROS 2nd or 3rd Mid Box Ad 200 x250	\$1295	\$1195	\$1050
Channel Ads (3 ads) min 3 mos run	\$2295	\$2195	\$1995
White Paper Download for 3 mos	\$1795	\$1495	\$1250

Government Elearning! Online Resources Guide			
Listing Options:	3 mos	6 mos	12 mos
Basic Listing			FREE
Company Name & Basic Listing			\$500/year
Featured Company w/i Category			\$1200/yr
Featured Company w/1 Category	\$1095	\$895	\$795

Logos, Pop-to-Top & other upgrades are available.

See www.2elearning.com/directory for more options and pricing.

All rates subject to change.



AdSize	BLEED Inches		NON-BLEED Inches	
	Width	Depth	Width	Depth
Spread	17-3/4	11-1/8	16-3/4	10-1/8
Full Page	9	11-1/8	8	10-1/8
1/2 Page (Spread)	17-3/4	5-5/8	16-3/4	5
1/2 Page (Island)			5	7-1/2
1/2 Page (H)			8-3/8	5
1/2 Page (V)			4-1/8	10
1/3 Page (V)			2-3/4	10
1/3 Page (Square)			5	4-7/8
1/4 Page (V)			4-1/8	4-7/8

Print Specifications

Printing method: Web offset. Binding method: Perfect Bound

Publication trim size: 8-3/4" x 10-7/8"

Allow 3/8" or 10mm minimum clearance inside all trim edges for live matter.

Digital Ad Requirements

1. Digital data is required for all ad submissions. Required format is high-resolution(300 dpi) PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. Elearning! will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats. For detailed instructions of preferred formats, contact the production manager.
2. Elearning! will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken - by the client or by their agency - to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.
3. Accepted Media: Files may be submitted on CD-ROM.
4. Ad Proofs: To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.

Send materials to:

Production/Elearning! Magazine Issue Date
 PO Box 77694
 Corona, CA 92881
 888-201-2841 x844
 production@2elearning.com

The following terms and conditions (the "standard terms") shall be incorporated by reference into all Insertion Orders submitted to B2B Media Co. LLC ("Publisher") by Advertiser or its advertising agency.

- a. Invoices are rendered at date of publication.
- b. Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to Elearning!. All overdue payments will be re-invoiced directly to the Advertiser, who will be held fully responsible for payment.
- c. Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all overdue invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.
- d. Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.
- e. All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- f. Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.
- g. Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.
- h. Publisher shall not be liable for any omitted, misplaced, or mis-positioned advertisements.
- i. All orders are accepted by Publisher subject to change in rate upon notice from Publisher.
- j. Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a short-rate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- k. An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- m. Advertiser will be short-rated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based.
- n. Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.
- o. In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.
- p. Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- q. Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
- s. Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.
- t. These terms apply to all advertising in print, online, website and/or email newsletters. Online events, web seminars are deemed billable upon signature, and non cancellable after promotion of the event. Events may be changed with the permission of the publisher, and may incur a change fee.
- t. These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of California and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Commission: Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days. Production charges are not subject to agency commission.

>> CONTACTS

Catherine Upton

CEO/Group Publisher
CUpton@2elearning.com

JW Upton

Vice President
JW@2elearning.com

Jerry Roche

Editorial Director
Editor@2elearning.com

Joe DiDonato

Editor at Large
JDidonato@2elearning.com

Sarah Chapman

Virtual Engagement Manager
SChapman@2elearning.com

Kim Lewis

Art Director
production@2elearning.com

MaryLu Buse

Business Development Director
MBuse@2elearning.com

Mary Quigg

Event Manager
Events@2elearning.com

Erin Quigg

Conference Coordinator
Events@2elearning.com

Thomas Davis

Webmaster
TDavis@2elearning.com

Beverly Miller

Print Production Manager
Production@2elearning.com

Elearning! Media Group is owned
by B2B Media Company LLC
PO Box 77694
Corona, CA 92877
888-201-2841
www.2elearning.com



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