



**DELIVERING
THE \$60 BILLION
ENTERPRISE
LEARNING
MARKET**

About our products:⁽¹⁾

***Elearning!* Magazine**

Launched: 2000
 Frequency: 6 times
 Subscribers: 51,084
 Circulation: 150,000

***Elearning!* eNews/Alert**

Launched: 2000
 Frequency: weekly
 Subscribers: 41,000
 Circulation: 123,000

***Elearning!* Summit**

Launched: 2007
 Frequency: 2 times/yr
 Attendees: 1,500
 Impressions: 3 million

www.2elearning.com

Launched: 2009
 Frequency: 24/7
 Visitors: 85,000+ monthly
 Impressions: 1.1 million

Sources:

⁽¹⁾ AW Stats, Bridgemail, U.S. Postal Service, Audience Delivery Reports 2009, ⁽²⁾ *Elearning!* User Study 2009 ⁽³⁾ Publisher's Own Data 2009, ⁽⁴⁾ Harris Yankovich Research 2009



***Elearning!* Magazine is the exclusive voice of the enterprise learning market.**

This multi-media brand reaches over 1.3 million professionals annually; 98% reporting an active e-learning initiative and each investing \$1.115 million annually.^(1,2) The brands consist of *Elearning!* Magazine, e-zine, *Elearning!* Alert and Enews, Web site and *Elearning!* virtual Summits. Only *Elearning!* targets these active buyers and delivers Everything *Elearning!*

Top Reasons to Advertise with *Elearning!*

Direct Your Ad Dollars Effectively

Elearning! guarantees reach to 100% of U.S. corporate headquarters with 1000 employees or more. Readers represent all industry segments: banking, manufacturing, health care, finance, insurance, pharmaceutical, information technology, telecom and utilities, health, medical, hospitality, retail, and business services.⁽³⁾

Reach the Decision-Makers

Every year, we telephone-qualify chief executives in the corporate suite for buying role and authority over training and e-learning initiatives. The CEO, COO, CTO and Chief HR, Training and Development executives with role and authority qualify to receive *Elearning!* Magazine, delivering you the decision-makers.

Plus, 98% of *Elearning!*'s total audience is funding an e-learning initiative, delivering you the highest concentration of learning technology buyers. Each reader spends more than \$1 million annually on e-learning initiatives. Reach these decision-makers with *Elearning!*⁽²⁾

Tell Your Whole Story

Surround your buying audience with *Elearning!*'s multi-media **Whole Story Package**. Every qualifying advertiser will receive exposure across Everything *Elearning!*: Web site, Enews & Alerts, magazine and e-zine. Altogether, your qualifying advertisement will reach 1.3 million professionals for 12 months. Don't guess where your buyers are; advertise and get Everything *Elearning!*

Receive Qualified Leads In Hand

Elearning! delivers leads to participating advertisers leveraging the **Whole Story Package**: Enews, Alerts, Summits and Web sites. Run your campaign today and receive hundreds of leads in days. Run regular campaigns and receive leads monthly, building up your own customer database.

Build Your Brand with an Award-Winning Media Partner

Overwhelming, 95% of executives rely on trade industry publications, Web sites and events to cut through the clutter, and to receive objective reliable industry news and product information.⁽⁴⁾ Nine-time award-winning *Elearning!* has earned honors as Best Technology/Computer Software/Training Magazine, Best Article Series, Best Themed Edition, Best Design and Best Trade Quarterly — evidence of editorial excellence and industry credibility. Surround your message with award-winning content with *Elearning!*

Choose Everything *Elearning!* for Your Advertising

Elearning! delivers unmatched reach to enterprise learning executive 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.

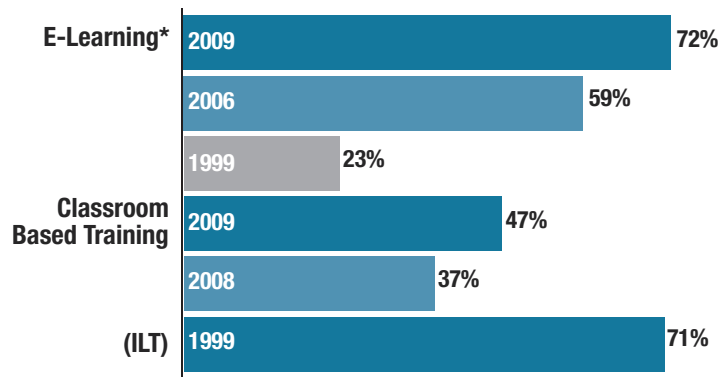
Building Smarter Companies One Employee at a Time

Elearning! brands exclusively address technology-enabled learning and development across the enterprise. *Elearning!* provides executives the roadmap for improving enterprise and employee performance. As the voice of the robust e-learning market, our readers see, share and collaborate on best practices, technologies and future trends.

U.S. Corporate E-learning Market to Reach \$69 Billion.⁽¹⁾



E-Learning Unseats ILT as Top Training Method in 2009^(2,3)



* Includes e-learning, virtual classroom & blended.

Top Learning Priorities for 2010⁽²⁾

Rated 1-10, 1 Being Highest



Source: (1) Research & Markets Global E-learning Study, (2) Elearning! User Study 2009, (3) IDC Research, Bersin & Associates Corporate Factbook 2009

“E-learning is the fastest-growing sub-sector of a \$2.3 trillion global education market.”

—Research & Markets⁽¹⁾

“Technology grows obsolete every 18 months. Elearning! keeps readers aware of current and emerging trends — from cloud computing to social learning.”

—Catherine Upton, Publisher, Elearning! Group

98% of Elearning! Audience Has an Active E-learning Initiative.⁽²⁾

At-a-Glance

Since 2000, *Elearning!* serves the \$60 billion enterprise learning market as the exclusive industry voice. *Elearning!* Magazine, e-zine, Enewsletters, Web site and Summit events serve more than 1.3 million executives.⁽¹⁾ Each audience member is uniquely qualified by *Elearning!* for title, role and active learning and technology initiatives. You select the target, and we deliver the buyer.

Audience Map:

Reach 100% of U.S. Corporations Employing 1000 or More.

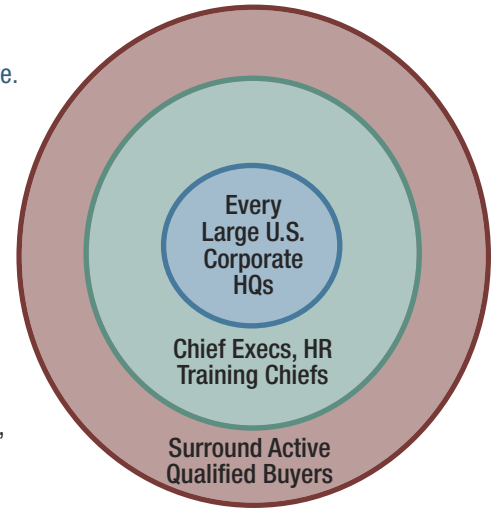
Elearning! Magazine is mailed to 100% of U.S. corporate headquarters employing 1000 people or more, at the chief executive level.

Target chief executives, HR and training chiefs within the largest U.S. enterprise.

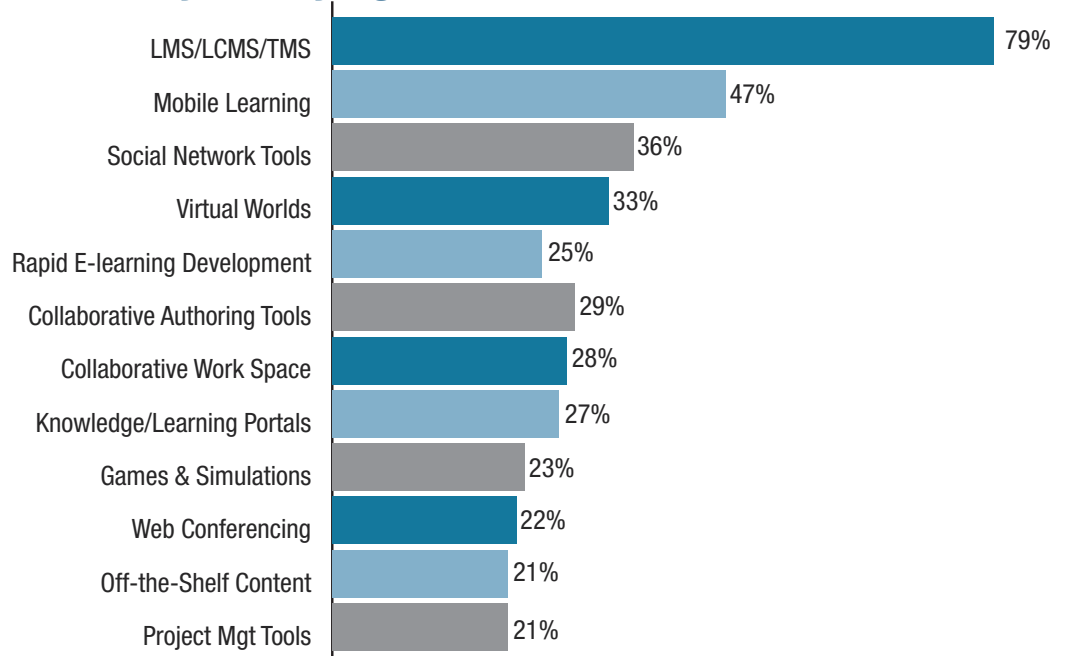
Each chief executive subscriber is telephone qualified for role, responsibility and budget authority. *Elearning!* is the only publication guaranteeing reach to this core audience, qualifying recipients at this level.

Surround Active Buyers

98% of *Elearning!*'s audience report a current or planned e-learning initiative.⁽²⁾ *Elearning!* is the only media pre-qualifying each online, event and print recipient for active initiatives. Every dollar invested in *Elearning!* targets a qualified buyer.



What They're Buying:



Source: (1) AW Stats, Bridgemail, U.S. Postal Service, Audience Delivery Reports 2009
 (2) *Elearning!* User Study 2009

Elearning! Reaches Your Buyers

Elearning! Magazine and E-zine: 51,084 Subscribers, 150,000 Circulation, 1.3 Million Audience⁽¹⁾

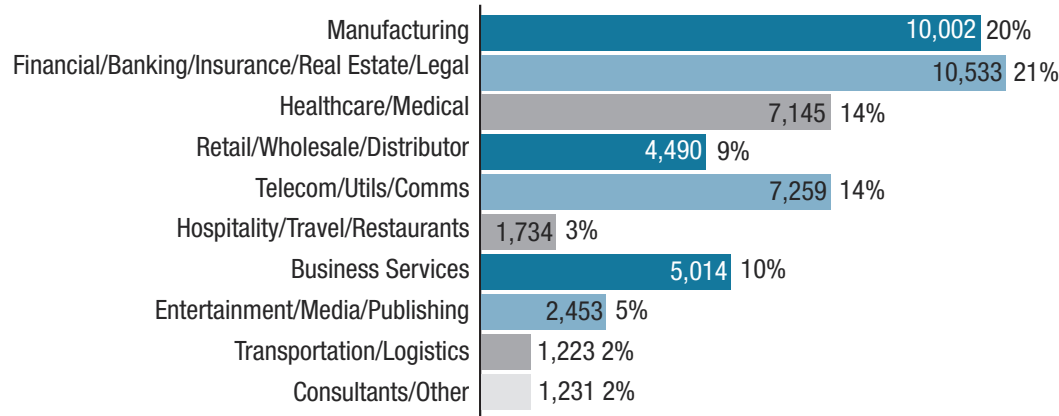
Elearning! Magazine and electronic edition (e-zine) circulates to 150,000 professionals every edition, and includes magazine subscribers, e-subscribers, Web site visitors, plus analysts and marketing partner distribution.⁽¹⁾

When you advertise in Elearning!, you will reach:

- >> Every U.S. corporate headquarters with 1000 or more employees
- >> Chief HR, training and executives reporting active learning role, budget and buying authority
- >> 98% of audience reports an active or planned e-learning initiatives
- >> Buyers each investing \$1.115 million annually on e-learning initiatives.⁽²⁾

Circulation by Title	Elearning! Magazine ⁽¹⁾		Elearning! e-subscribers ⁽¹⁾	
	Count	%	Count	%
CEO, COO, CFO	2050	21%	2870	7%
CIO/CTO	482	5%	2800	7%
Chief HR/Train/Development	5982	59%	10,660	26%
EVP,VP,Dir. Sales/Marketing/Ops Finance/Customer Care/	1572	15%	6970	17%
HR/Trainer/Educator/Developer/ Non-Management	0	0%	17,700	43%
Total	10,084		41,000	

Circulation by Industry



Source: (1) Publisher's Own Data 2009

“From on-boarding to succession planning, corporate learning and development is the enabling tactic to achieve the desired business impact.”

—Kevin Martin, Vice President, Aberdeen Group

Award-Winning 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



***Elearning!* Media Brands: 51,084 Subscribers, 150,000 Circulation, 1.3 Million Audience**

Elearning! is a nine-time award-winning voice of the U.S. enterprise learning market. Honored for Best Computer/Training media three years running, *Elearning!* provides the high-quality content discerning executives demands. *Elearning!* is the trusted resource for executives deploying technology-enabled learning and development initiatives.

***Elearning!* content features:**

- >> Case studies outlining the steps to successful implementation,
- >> New products performance and practices,
- >> Market trends and analyses from industry researchers and analysts,
- >> Unbiased, reliable feature stories from practitioners, labs and academia reporting on the results of the industry's best practices.

New in 2010:

New departments host guest columnists, view points and CEO interviews.

Collaborative Thinking: Monthly column by David Coleman, Principal, Collaborative Strategies. David advises enterprises on new collaboration technologies and impact on people and business processes. He says, "The soft stuff is the hard stuff."

Leader's View: CEOs and guest columnists are invited to share their views, opinions and advice on the enterprise learning industry.

Last Word: Industry experts and practitioners submit ideas, tips and advice to the *Elearning!* audience in this monthly column that closes each edition.

Our Team:

Jerry Roche, Group Editorial Director
 Sarah Chapman, Online & New Products Editor
 Catherine Upton, Publisher and Contributing Editor

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 Elliot Masie, The Masie Center
 Douglas Dell, Philips Healthcare
 Bill Byron Concevitch, Wireless Internet Institute
 Drs. Jack & Patricia Philips, The ROI Institute

Sample Case Studies:

Capital City Bank
 Adecco Group NA
 GlaxoSmithKline
 Williams Scotsman
 Joint (Military) Forces Staff College
 City of Arlington, Va.
 LIM, College for Business of Fashion
 Air University



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 professionals can view your message over the entire year.

	Dec/Jan	Feb/Mar	Apr/May	Jun/July	Sept/Oct	Nov/Dec
Ad Close	12/1	2/1	4/1	6/1	8/15	11/1
Mail	12/30	3/1	5/1	7/1	9/15	12/1
Special Issues:	Best of <i>Elearning!</i>	Learning Leaders Awards Issue, <i>Elearning!</i> Summit Show Guide		E-learning Fact Book & Buyers' Guide	<i>Elearning!</i> Stars, <i>Elearning!</i> Summit Show Guide	Best of <i>Elearning!</i> 2010
Strategy	The Road Ahead	L&D Role in Talent	If You Were CEO	E-learning Trends	Performance Mgt.	2011 Trends
Management	Future Workforce	Learning Impact	Re-Skilling Workforce	Measuring ROI	Talent Retention	
Showcase:	Mobile Learning	Rapid Development	Social Networks	Company Profiles	LMSs	Learning Portals
LMS/TMS	LMS Future Trends	LMSs w/Talent	LCMS Focus	LMS Buyer Study	Low Cost LMSs	Best LMS/ LCMS/TMS
Social Tools:	Future of Web 2.0	BP: Social Networks	Make or Buy	Social Collaboration Study	Content Goes Social	Best Social Networks
Content:	Best Content	Management Development	Compliance	All	Online Sales & Product Training	Best Content
Collaboration:	2010 Trends	Technology Impact	Mobile Learning	All	Collaborative Tools	2011 Trends
Services:	Best Web Conferencing	Leadership	Outsourcing	All	Web Conferencing 3.0	Best Virtual Classroom
Tools:	Best Tools	Rapid Development	Assessment	All	3-D Worlds	Best Tools

Departments:

Collaborative Thinking by David Coleman

Leader's View by guest CEO

Last Word by guest authors

Bonus Distribution:	'10 Events, <i>Gov Elearning!</i>	EL! Summit, Impact	SHRM, ASTD Virtual World Expo	<i>Gov Elearning!</i>	<i>Elearning!</i> Stars, Learning, EL! Summit	ITSEC, '11 Events, <i>Gov Elearning!</i>
EL Enews	12/1, 1/5	2/2, 3/2, 4/6	5/4, 6/1	7/6, 8/3, 9/7	10/5, 11/2	12/7, 1/4
EL Alert	12/15	2/16, 3/16, 4/20	5/18	6/15, 7/20, 8/18	9/21, 10/19	11/16, 12/14, 1/18

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

“We have run with Elearning! to support two of our events and achieved fantastic success. When we utilized their e-mail newsletter to promote our July Webinar, we saw a registration rate that was 88% higher than the other two properties combined! This type of response rate is why we will continue to use them to support our online initiatives in the future.”

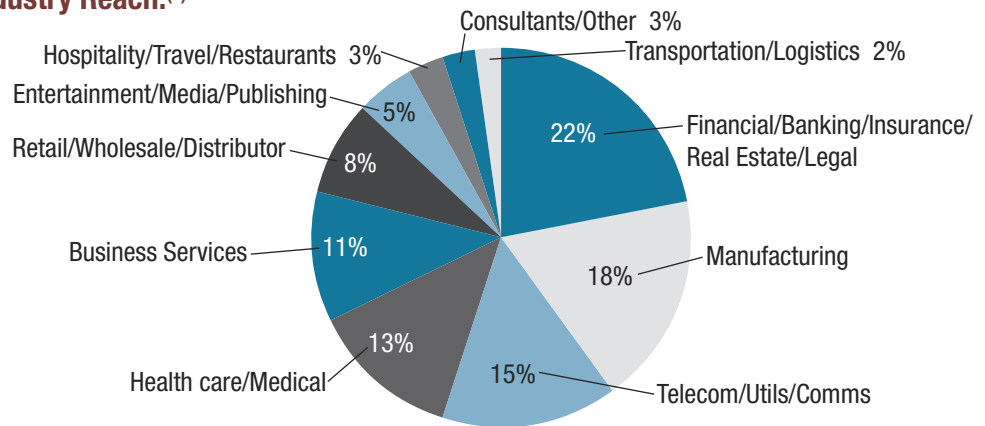
—James Johnson,
Carat Boston

Elearning! online brands generate more than 1.3 million impressions annually.⁽¹⁾ Of which, 98% report an active or planned e-learning buying initiative.⁽²⁾ Target these buyers searching for your solutions via: www.2elearning.com, *Elearning!* Enews and *Elearning!* technology Alert.

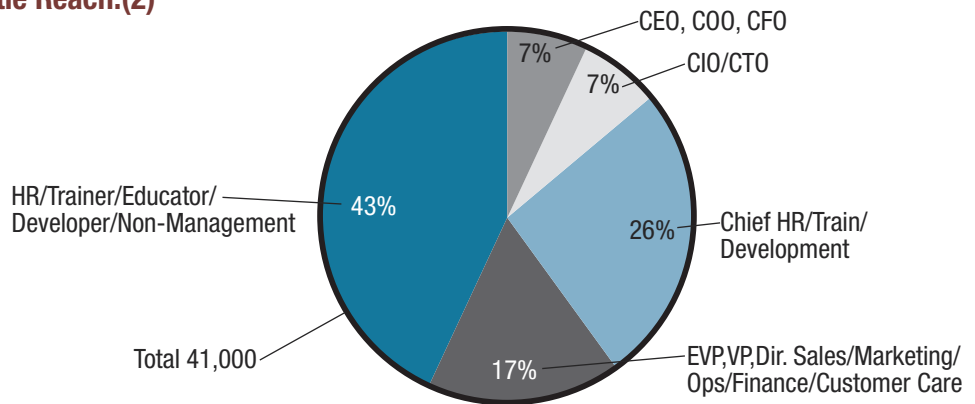
Who You'll Reach:⁽²⁾

E-subscriber:	41,000
E-learning Initiative:	98%
One Location:	27%
Multiple Locations:	63%
Annual Spend:	\$1.115 million
Buying Authority:	96%
Average Employees:	7952

Industry Reach:⁽²⁾



Title Reach:⁽²⁾



Sources: ⁽¹⁾AW Stats, Bridgemail, U.S. Postal Service, Audience Delivery Reports 2009
⁽²⁾Elearning! User Survey 2009



“I enjoy the magazine and the Website is a good resource as well.”
—Sharon Gabel, HR Director, University of Denver

When you advertise with *Elearning!*, you receive additional exposure in the electronic magazine, Website and Enewsletters. *Elearning!* e-zine reaches more than 150,000 professionals every edition. Circulation is expanded to e-subscribers, marketing partners including Brandon-Hall, Bersin & Associates as well as trade association in the learning, HR, CRM, training fields, and advertising sponsors.^{(1)*}

Elearning! e-zine features all the interactivity of a Website within its virtual pages. Host FLASH video, CEO's audio address, quizzes, sound or music. Your imagination is the only limit; the more interactive, the more lead-generating your message will be. Every print advertiser is automatically included in the e-zine with activate links to your Website.

Exclusive E-zine Sponsorship Bolsters Lead Counts

Tool Bar Sponsorship: Sponsor the entire e-zine with your brand by sponsoring the e-zine toolbar. Your ad will appear on every page of the e-zine, bolstering leads and awareness. Link your ad to a special offer or Website.

Welcome Video Message: Greet the e-zine reader the moment the issue opens by sponsoring the cover. Host a video welcome address, FLASH demo or audio stream to complement your ad. Your ad stays active for the life of the e-zine and is hosted on our Website, (averaging 24 months.)

New in 2010

Buy *Elearning!* E-zine-Only Advertising and Reach More Than 123,000

Stretch your budget and increase frequency by adding *Elearning!* e-zine advertising to your other campaigns to increase brand awareness, share of voice and lead generation. With your e-zine-only ad, you will earn the lowest cost per impression in the marketplace.

Rates

Elearning! E-zine-Only Ads	1x	6x
2 page Spread	\$2900	\$1990
Full Page	\$1495	\$1195
Half Page	\$895	\$695
w/ Interactivity	+250	+\$200

E-zine Sponsorships		
Toolbar	\$2495	\$1995
Video Welcome	\$3950	\$2995
w/ Print Ad -\$1000		

**Subject to change*
 Source: (1) Publisher's Own Data 2009

98% of *Elearning!*'s audience has an active or planned e-learning Initiative.



Elearning! Enews

Elearning! Enewsletter reaches more than 41,000 active buyers every issue. Authored by *Elearning!* editors, it focuses on top stories, late-breaking news, case studies, market research and events. Target your advertising message, host a whitepaper, promote Web seminars or publish case studies in this e-mail reaching the desktops of learning technology buyers worldwide. Advertising opportunities exist for all budgets—including text ads, banner ads and box ads. Our embedded lead card will deliver you leads in hand from your ad in *Elearning!* Enews. *Elearning!* Enews is published the first week of each month.



Elearning! Alert

This weekly technology e-mail alerts professionals about the newest products, trends and best practices. These 41,000 subscribers are motivated to buy the newest products, making the *Elearning!* Alert an excellent lead generator for advertisers. Each advertiser will receive click-through reports and sales leads from *Elearning!* Alert's integrated lead reporting system. Host a first product look, free whitepaper or trial offer. Dominate the Alert by booking the top text ad or banner ad positions. Our embedded lead card will deliver leads in hand from your ad in *Elearning!* Alert. Alerts are produced weekly.



Elearning! Exclusive Alert

Be the industry resource on a technology or industry sector by hosting an exclusive *Elearning!* Alert. All content and advertising slots are occupied by your brand and message. The Alert is e-mailed to 41,000 *Elearning!* professionals. Feature up to 3 text articles, 5 button ads and 6 product news, case studies or partner links per edition. Editorial content may be furnished by the client or by the magazine team. Each exclusive Alert is hosted for 12 months on *Elearning!*'s Website. Host the Alert on your Website and distribute to your prospects and customers. Buy 3 editions and receive a customized template at no charge.

Rates & Specs

Elearning! Enews	1x	6x	12x
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41,000 circulation, 1st Tuesday of month

Top Text Ad	\$1895	\$1695	\$1495
Second Text Ad	\$1595	\$1295	\$1095
Specs: 10-word headline + 75 word description, 200x200 JPEG, URL link			

Top Banner	\$1695	\$1395	\$1195
Bottom Banner	\$1595	\$1295	\$1095
Specs: 728 x90 pixel JPEG graphic, URL link			

1 st or 2 nd Box Ad	\$1295	\$1195	\$1095
3 rd - 5 th Box Ad	\$1095	\$995	\$895
Specs: 200x200 pixel JPEG graphic, URL link			

Elearning! Alert	1x	6x	12x
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41,000 circulation, 2nd-4th week of month

Top Text Ad	\$1895	\$1695	\$1495
Second Text Ad	\$1595	\$1295	\$1095
Third Text Ad	\$1295	\$1195	\$995
Specs: 10-word headline + 75 word description, 200x200 JPEG, URL link			

Top Banner	\$1695	\$1395	\$1195
Bottom Banner	\$1595	\$1295	\$1095
Specs: 728x90 pixel JPEG graphic, URL link			

1 st or 2 nd Box Ad	\$1295	\$1195	\$1095
3 rd -5 th Box Ad	\$1095	\$995	\$895
Specs: 200x200 pixel JPEG graphic, URL link			

Your Exclusive Alert	3x	6x	12x
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Up to 41,000 circulation

3 text editorials, 2 banners+ 5 box ads	\$4595	\$4295	\$3995
Specs:			

Text Edit: 10-word headline + 75 word description, 200 x200 JPEG, URL link

Banner Ads: 728x90 pixel JPEG graphic, URL link

Box Ads: 200x200 pixel JPEG graphic, URL link

All rates subject to change.



Everything *Elearning!* can be found at www.2elearning.com. All content created by *Elearning!* is hosted on the Web site; articles, newsletters, e-zines, blogs, events and more. Your message reaches this audience across any *Elearning!* media channel. The *Elearning!* Web site delivers the buyers you seek; over 1.0+ million professionals visit annually. Ask us how you can own an entire market or product channel at www.2elearning.com.

Own Your Market with Channel Sponsorship

Only *Elearning!* delivers an entire market segment or product category to you exclusively. Select all Corporate Executive visitors, and be the only advertiser on this channel. Or, select a product category like Content, and own these visitors with your exclusive channel advertising. Each channel features your 4 display ads, text ad and sponsorship logo. All positioned to dominate the channel and grab visitor mindshare.

Lead Generating Advertising

Only *Elearning!* Magazine features automatic lead generation the moment a client downloads your white paper, selects your product for RFP, views your web session or research. See resources download and online buyers's guide opportunities for pricing.

Brand Building

Up to 35%of the *Elearning!* audience has a new e-learning initiative and are searching for solutions. Reach all these buyers with high visibility web site advertising via banners, box ads, and more. Combine you marketing campaign with channels, and the online resources guide to maximize your branding and lead generation.

Rates & Specifications

Elearning! Web site			
1.0+ million visitor sessions	1mos	3mos	6mos
Home Page Top Banner 728x90	\$2395	\$2095	\$1895
Home Page Top Big Box Ad 300x250	\$2295	\$1995	\$1795
Home Page 2 nd -3 rd Big Box Ad 300x250	\$2195	\$1895	\$1695
ROS Top Banner 728x90	\$2095	\$1895	\$1695
ROS Top Big Box 300x250	\$1995	\$1895	\$1750
ROS 2 nd Bog Box Ad 300 x250	\$1795	\$1695	\$1595
Keyword Sponsorship 88x31	\$1695	\$1595	\$1495
Resources Downloads			
White papers, Research, Case Study	\$595 ec	\$495 ec	\$425 ec
With Leads			
Channel Sponsorship			
Channel Section Sponsorship 3 mos min	\$3995	\$3695	\$3495
(2 Banners, 2 Big Box Ads , Text Ad & Sponsor's Logo)			

Rates subject to change.



“Elearning! is a fantastic resource I only recently found.” —Donna Farren, Director, Board of Cooperative Educational Services

Target Buyers Online

Now, you can promote your company products and services to over 1.0 million visitors annually on the *Elearning!* Online Buyers' Guide and get immediate leads. This online directory is linked to *Elearning!* and *Government Elearning!* Web sites, delivering you a wide and active buying audience.

Lead Generation = Sales

Elearning! Magazine hosts the only interactive Online Buyers' Guide connecting you with active buyers. Every visitor download of your information or RFP request generates a lead e-mailed directly to you. Only *Elearning!* Magazine produces leads to your desktop with your participation.

Participation is easy and affordable. Visit the web site at www.2elearning.com and select from many high visibility options, from directory sponsorship banner ads, product category sponsorship, pop-to-the-top priority listings, and many others. Select a free basic company listing, multiple category listings, or expanded product line ups. Couple your listing with your advertising schedule and qualify for the best rates.

Own Your Market with Channel Sponsorship

Elearning! can deliver an entire product category for your exclusive sponsorship. Select the Content Channel, and be the dominant advertiser on the channel landing page. Each channel sponsorship page features only your ad to capture the buyer's attention, in three different sizes and positions including banners, box ads and text ad. See Web site advertising for these rates.

Rates & Specifications

<i>Elearning!</i> Online Buyers' Guide	3mos	6mos	12mos
Directory Home Page Banner Ad 728x90	\$1795	\$1595	\$1395
Category Banner Ad 728x90	\$1295	\$1095	\$995
2 nd Category Banner Ad 728x90	\$1095	\$995	\$895
Company Name & Basic Listing			\$500/yr
Extended Listing + RFP Leads			\$1200/yr
Featured Company Within Category			\$1200/yr
3 Additional Category Listings			\$100/yr

Rates subject to change.

“We participated in the Elearning! Summit with great success. We had three sales representatives working the virtual booth simultaneously, from across the country. Before the end of the event day, we had several sales prospects..... resulting in a 10 fold return on our initial investment.”

—Todd Nelson, Director of Marketing, Blackboard Inc



Elearning! Summits 2010

In its 4th year, the *Elearning!* Summits continue to be the industry’s most successful lead generating, sales building virtual events. Hosting up to 1500 professionals, attendees participate in real world-like, real-time conference sessions, exhibit hall, networking lounge and resource center.

Elearning! Summits attract executives with buying power; 39% senior executives, 93% with purchasing authority and average e-learning budget of \$1.115 million annually. Don’t miss these top-level buyers who are seeking your solutions. Sponsorships start at \$1495 per event.

Elearning! Summit Winter 09

11.05.09 7 a.m.- 2 p.m. PT
Topics: Performance Mgt, eGovernment, Best of *Elearning!* 2009

Elearning! Summit Spring

04.29.10 7 a.m.- 2 p.m. PT
Topics: Social Learning 101, LMS Selection Series

Elearning! Summit Winter

11.04.10 7 a.m. - 2 p.m. PST
Topics: eGovernment, Best of *Elearning!* 2010

Elearning! Web Seminar Series

Every month *Elearning!* Media Group hosts online web seminars on the industry’s hot topics. From Migrating ILT to Virtual Classroom, Building ROI on Learning, to Social Networking Trends, these topical sessions feature industry experts, user panels, and research. Ask us how to host your session topic or sponsor one of *Elearning!* Media Group’s web seminar slated in 2010. Events attract up to 500 registered attendees. Sponsors receive year-round branding across *Elearning!* Media Group’s print, online and event promotions, as well as the complete registered attendee list from live day and 12 month on-demand viewers. Sponsorships start at \$9950 net and can be co-hosted with partners.

Elearning! Magazine: The Whole Story Package

	Full Page Ad	Half Page Ad
Elearning! Print Magazine (\$6495)	Full page 4-c Ad	Half page 4-c Ad
Elearning! E-Zine (\$3000)	Full page 4-c Ad	Half page 4-c Ad
Elearning! E-News (\$4500)	E-Zine 3x	E-Zine 3x
Elearning! Alert or E-News (\$4500)	3 Box Ads	2 Box Ads
Elearning! Web site (\$13,000)	12 months hosting	12 months hosting
Package Value	\$31,495	\$27,540
YOUR RATE:	\$6,250	\$3,795
Early Renewal Bonus:*	1 page of content/edition*	½ page content/edition*

*Limited to case study or new product page for multiple ad placements contracted on or before 12/15/09. (Value \$9,485 fp, \$5550 ½ pg.)

Elearning! Magazine Open Rates 2010

Elearning! Magazine & E-Zine	1x	6x	12x	E-zine Only	
Circulation: 150,000+	4-color Net Rates			1x	6x
Spread	\$12,490	\$11,490	\$10,490	\$2900	\$1990
Full Page	\$6495	\$6250	\$5950	\$1495	\$995
½Page	\$3950	\$3795	\$3595	\$895	\$695
1/3 Page	\$2500	\$2295	\$1995		
¼Page	\$1875	\$1675	\$1475		
E-Zine Sponsor Tool	\$1495	\$995	\$795	\$2495	\$1995
E-Zine Video Welcome	\$2995	\$1995	\$1795	\$3950	\$2995

Premium Positions *No guaranteed positions without premium*

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

Elearning! E-News	1x	6x	12x
Circulation: 41,000	4-color Net Rates		
1st Tues. of each month			
Top Ad Banner	\$1695	\$1395	\$1195
2nd Ad Banner	\$1595	\$1295	\$1095
Top Text Ad	\$1895	\$1695	\$1495
2nd Text Ad	\$1595	\$1295	\$1095
1st or 2nd Box Ad	\$1295	\$1195	\$1095
3rd to 5th Box Ad	\$1095	\$995	\$895



Targeting the Public Sector Market?

Ask us for Government Elearning! Magazine's Media Kit. Reach up to 100,000 public sector decision-makers with one buy. Visit www.gov.2elearning.com.

Elearning! Alert	1x	6x	12x
Circulation: 41,000	4-color Net Rates		
2nd- 4th week of month			
Top Ad Banner	\$1695	\$1395	\$1195
2nd Ad Banner	\$1595	\$1295	\$1095
Top Text Ad	\$1895	\$1695	\$1495
2nd Text Ad	\$1595	\$1295	\$1095
3rd Text Ad	\$1295	\$1195	\$995
Top Box Ad	\$1295	\$1195	\$1095
2nd-5th Button Ad	\$1095	\$995	\$895
Exclusive Alert ALL Ad Slots	\$4595	\$4295	\$3995

Elearning! Website	1 mo	6 mos	12 mos
Annual Visitors: 1.0+ million			
Flat Rates Option (exc. Channels)	\$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
ROS Second Mid Box 300x250	\$1795	\$1695	\$1595
Channel Exclusive (4 Ads) (Min 3 mos run)	\$3995	\$3695	\$3495
Keyword Sponsorship	\$1695	\$1595	\$1495
Resources Download w/ Leads	\$595	\$495	\$425

Elearning! Online Buyers' Guide	3 mos	6 mos	12 mos
Listing Options:			
Company Name & Basic Listing \$500/year			
Extended Listing w/Lead Report			\$1200/yr
Featured Company w/i Category			\$1200/yr
3 Additional Category Listings			\$100/yr per cat

Advertising Options:

Directory Home Page Banner Ad	\$1795	\$1595	\$1395
Category Banner Ad	\$1295	\$1095	\$995

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

See www.2elearning.com/directory for listing.

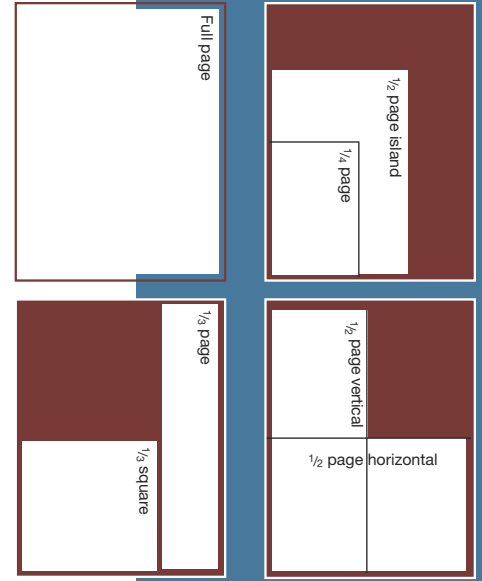
All rates subject to change.

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.

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. FTP: Files may be submitted to our FTP site. Please contact the production manager for instructions.

5. 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

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