

MEDIA KIT 2009



**Target the \$60 Billion
Enterprise Learning Market**

Elearning!



“Elearning! Magazine helped us elevate our awareness in the learning market. The ability to combine the advertising with client case studies is a perfect mix for us. I would recommend them for advertising.”

***—Mark Yeager, Vice President,
Marketing, iLinc Communications***

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

The print magazine reaches every U.S. corporation headquarters – with 1000 employees or more. *Elearning!* Online — consisting of our *Elearning!* Web site, *Elearning!* E-Newsletter, *Elearning!* Alert, micro-sites and *Elearning!* Summit— attracts more than 1 million professionals annually. *Elearning!* is the premier voice of the evolving enterprise learning and development marketplace.

Since its launch, Elearning! Magazine has earned many editorial and publishing awards including:

- >> Best Computer/Training Trade Magazine
- >> Best Trade Magazine
- >> Best Quarterly Trade Magazine
- >> Best Overall Design

Our readers are the elite of U.S. executives, and our content and design matches this audience’s demands. Every issue focuses on real-world application of cutting-edge learning and technology solutions. The magazine continues to host new products and solutions information, ranking in the top five content needs of these executives.

Elearning! provides information in the form and format each reader most prefers.

Every printed edition is produced electronically, hosted online and sent to more than 150,000 professionals. We invite our marketing, event and advertiser partners to distribute the electronic magazine to their peers, customers and suppliers. Plus, the e-zine is hosted online for all professionals to access.

Elearning! is the official media partner to the U.S.A.’s top learning, development and HR events. Find us at Learning Systems 2009, Learning 2009, HR Summit, Corporate University Week, SALT Conferences, SHRM Annual HR Expo, ASTD, and many more in 2009.

Reach the e-learning industry with one call to *Elearning!* Magazine. Start now by calling 888-201-2841 x842 or e-mailing Sales@b2bmediaco.com.

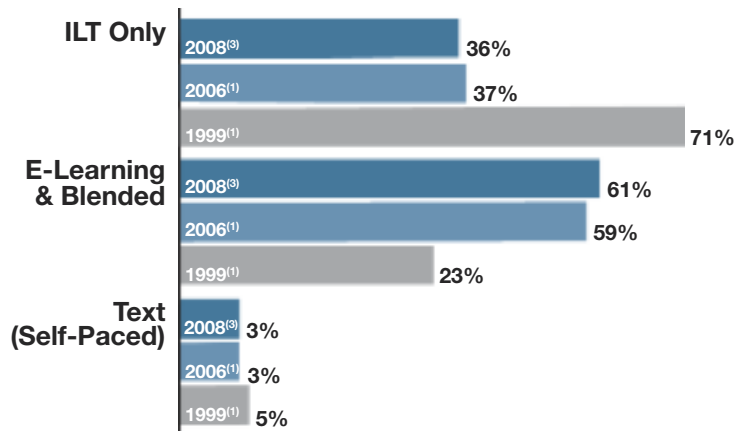
Building Smarter Companies, One Employee at a Time

Elearning! Magazine exclusively focuses on technology-enabled learning and development across the enterprise and provides a roadmap for executives who drive employee performance and business impact. *Elearning!* Magazine is the voice of this evolving and robust industry and the practices borne from technology's evolution.

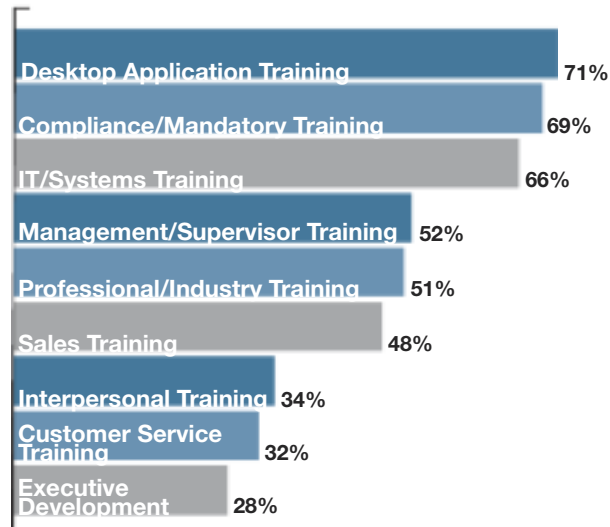
US Corporate E-Learning to Reach \$69 Billion ⁽¹⁾



E-learning & Blended Learning Top Training Method in 2008 ^(2,3)



Use of E-learning by Program ⁽³⁾



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

—Research & Markets ⁽¹⁾

“When a new technology is applied to an existing business practice, new business processes and roles are defined and implemented to achieve the promised impact.”

—David Coleman, Principal, Collaboration Strategies

“More than half (58%) of training organizations ... reported using virtual classroom tools in their training ... with the highest usage among large enterprises at 70 percent.”

—Josh Bersin, Bersin & Associates ⁽²⁾

**Blended learning calculated using two statistics from Bersin 2008 study: E-learning of 44%, plus 56% of enterprises using virtual classroom tools.*

Sources:

1) Research & Markets, Global E-learning Opportunity Study, 2007

2) IDC 2007

3) Bersin & Associates, Corporate Factbook 2008

Circulation

“100% of Elearning! Magazine readers are investing in e-learning — and each spends over \$1 million annually.”⁽³⁾

“At WebEx we measure every campaign....and Elearning! Magazine has more than paid for the marketing campaigns. I can point to two very large deals we received this year... that alone exceeded our expected ROI.”

**—Deepa Caveney
Marketing & Advertising
Communications,
WebEx**

Thriving Market, Changing Practices

Elearning! Audience: 150,000

Elearning! Magazine and electronic edition (e-zine) circulates to 150,000 professionals every issue including magazine subscribers, e-zine e-subscribers, web site visitors plus analyst and marketing partner distributions. ⁽¹⁾

Guaranteed Reach Circulation Strategy

Elearning! Magazine is the only publication that guarantees reach to:

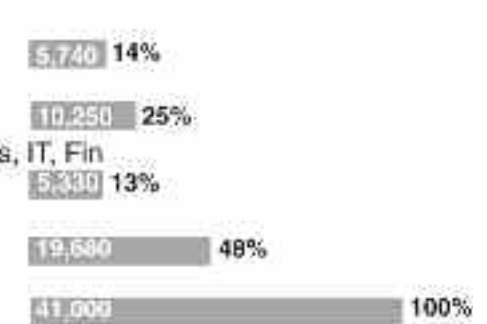
- >> 100% of U.S. corporations headquarters with 1000+ employees with every print edition, and
- >> Chief executive and/or chief human resources or training executives who reports primary or secondary responsibility for employee training and/or learning budgets.

Every subscriber to Elearning! Magazine is telephone-qualified by title, industry, training role and budget authority to qualify to receive the magazine. Elearning! is the only publication qualifying its recipients to this level of authority.

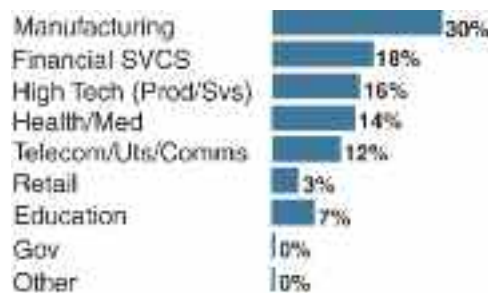
Elearning! Magazine By Title ⁽¹⁾



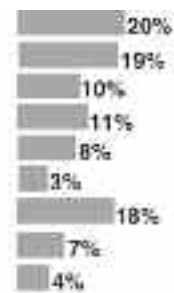
Elearning! E-zine Circulation By Title ⁽¹⁾



Elearning! Magazine By Industry ⁽¹⁾



Elearning! E-zine Circulation By Industry ⁽¹⁾



1) Elearning! Publisher's Own Data 2008

2) Talent Management Study, Aberdeen Group 2008

3) Elearning! Readership Study 2008

Elearning! Audience: 150,000

Elearning! Magazine is the award-winning industry voice of the U.S. enterprise learning market. Honored as Best Trade Magazine, Excellence for Best Design, Best Quarterly and Best New Trade Magazine, *Elearning!* Magazine is the trusted resource for America's executives deploying technology-enabled learning and development across the enterprise.

Every edition of *Elearning!* Magazine addresses:

- >> Case studies outlining the steps to successful implementations
- >> New-product 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

Our Team:

Jerry Roche, Editorial Director

For more than 20 years, Jerry has led editorial and online content for market-leading trade magazines. Coming from Smart Business magazine, Jerry has the technology and content expertise to lead *Elearning!* Magazine. He also writes *Elearning!* E-Newsletters and serves on the education committee for *Elearning!*

Elisa Jordan, Managing Editor

With 10 years of editorial experience covering multiple magazine titles, Elisa manages content for everything *Elearning!* Elisa also serves as Senior Editor for *Government Elearning!* Magazine, premiering January 2009.

Sarah Chapman, Products Editor

Sarah has managed the new products section of *Elearning!* for three years. She has sampled and tested many market solutions and invites you to continue sending your new products to her for review and publication.

Thomas Davis, Web Editor

Thomas continues management of *Elearning!* Web sites, content and tracking. He also leads the development and launch of the new *Elearning!* Web site, premiering January 2009, and the *Government Elearning!* Web site, launching December 2008.

Contributors:

Josh Bersin, Bersin & Associates
Brandon Hall, Brandon Hall Research
Lance Dublin, Dublin & Associates
Anders Gronstedt, Gronstedt Group
Elliot Masie, The Masie Center
Robby Robson, EduWorks
Kevin Martin, Aberdeen Group
Peter Gloor, MIT
Niall Watts, University of Dublin
Andrew Hines, University of Houston
William Massey, University of Pennsylvania
Dr. Jack Phillips, ROI Institute
Mark Frydenberg, Bentley College



Elearning! Media Planner 2009

Every print advertisement in *Elearning!* Magazine earns a full year of media promotion across the magazine, E-Zine, *Elearning!* E-Newsletter, *Elearning!* Alert and *Elearning!* Web site. In total, more than 1 million professionals can view your message over the entire year!



	Feb/Mar 09	Apr/May 09	June/July 09	Aug/Sept 09	Oct/Nov 09	Dec 09
Close:	2/1	4/1	6/1	8/15	10/1	11/11
Mails:	2/15	4/15	6/15	9/1	10/15	11/15
Special Issues:			E-learning Annual Fact book & Buyer's Guide			Best of <i>Elearning!</i> 2009
Strategy:	Learning Roles in TM	CEOs Role in Learning	E-learning Trends	Performance Mgt	Succession Planning	2009 Trends
Management:	Globalization	Talent Acquisition	Enterprise Learning Study	On-boarding Strategies	Informal Learning	Best of <i>Elearning!</i>
LMS/LCMS	LCMS vs. LMS	iHRIS	LMS Benchmark Res	LMS SaaS	Integrating TM	Best of <i>Elearning!</i>
Web 2.0:	Social Networking	Collaborative Learning	All	Team Gaming	Corporate Social Networks	Best of <i>Elearning!</i>
Enterprise 2.0:	eCommerce Learning	Mobile Learning	All	CRM & Web 2.0	Podcast 2.0	2009 Trends
Tools:	Rapid Development	Gap Analysis Tools	All	Web Conferencing	Learning Portals	Best of <i>Elearning!</i>
Content:	Compliance	Soft Skills	All	Sales Performance	Competency	Best of <i>Elearning!</i>
Products:	Content	Collaboration	All	LMS	Authoring Tools	Assessments
Bonus Distribution:	SALT, ASTD TechKnow, TM Summit, <i>Elearning!</i> Summit, EL! Day, Colloboratory, Training	Impact, Learning Sys, ASTD, Virtual World Expo, EL! Day	SHRM, TM Conf, HR Conf, SALT, <i>Elearning!</i> Summit	BH Conf, <i>Elearning!</i> Day, Collaboratory, HR Tech	Learning, HR Summit, ALS, <i>Elearning!</i> Day	ITSEC, '10 Events, <i>Elearning!</i> Summit
<i>Elearning!</i> E-News:	2/3, 3/3, 4/7	5/5	6/2, 7/7, 8/4	9/1, 10/6	11/3	12/1, 1/5
<i>Elearning!</i> Alert:	2/17, 3/17	4/14, 5/19	6/16, 7/14, 8/18	9/15, 10/20	11/17	12/15

Government Elearning! Magazine

Target the \$40 billion government e-learning market with *Government Elearning! Magazine*, previewing January 2009.

Government Elearning! Magazine is the government's exclusive resource for technology-enabled learning and development initiatives that federal, state and local agencies use to drive organizational performance. *Government Elearning!* is a 5-time industry magazine serving senior executives and managers in the federal, state and local government's departments and agencies. Our subscribers are high-ranking civilian and military officials who are responsible for operating the nation, state or military and carrying out the mandates that define the government's role in our economy and society.

Government Elearning! Magazine's essential editorial mission is to address the critical business and employee performance needs of the federal, state and local government and its huge departments and agencies — dozens of which dwarf the largest institutions in the private sector. We serve the learning needs of these professionals, who manage these important agencies and programs. Like the six-time award-winning sister publication, *Elearning! Magazine* for corporate executives, *Government Elearning! Magazine* provides readers the roadmap to effectively deploying technology-enabled agency-wide learning and performance initiatives.

Target this robust market with these multi-media brands:

Government Elearning! Magazine
Government Elearning! Web site
Government Elearning! Alert

Government Elearning! E-Zine
Government Elearning! E-News
Elearning! Summit: eGov Learning



"The U.S. government is the largest training organization in the world. The complexities and significance of its training initiatives make it the ideal test bed for innovation and e-learning. Not only are government departments ultimately concerned with high-quality training experiences, the nature of federal funding makes cost containment and value huge priorities."
—Cushing Anderson, IDC



Elearning! E-Media Products Audience Profile

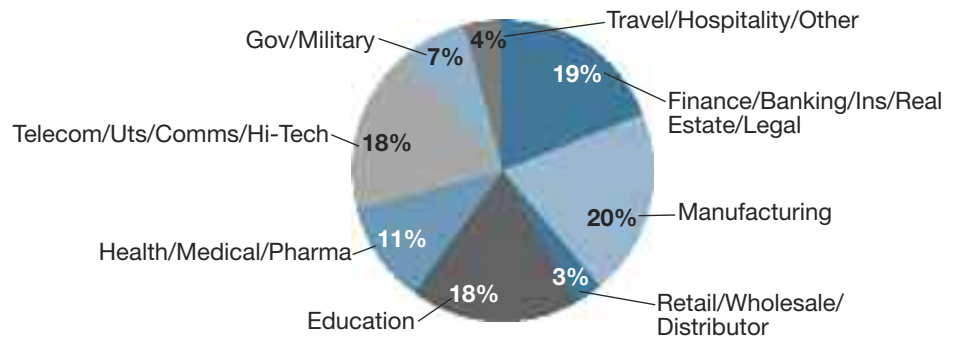


Reach more than 900,000 annual visitors on www.2elearning.com. Plus, target 41,000 learning and development professionals with *Elearning!* E-Newsletter and Alert. Target these professionals searching for your solutions today!

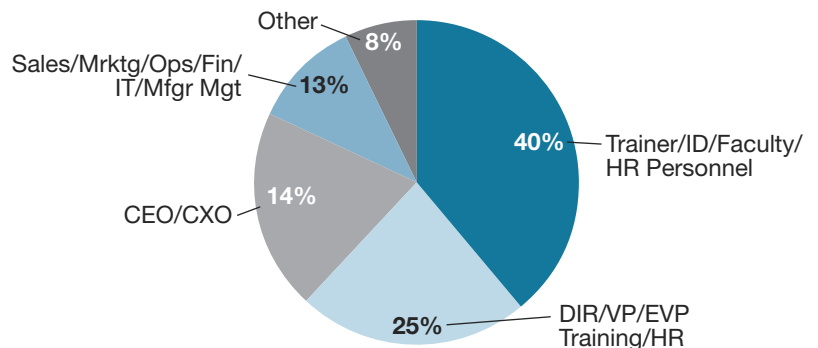
Who You'll Reach¹

Circulation:	41,000
E-learning Initiative	85%
Global Initiative	62%
Department Only	23%
None Currently	15%
Annual Spend:	\$1,114 mil.
Buying Authority:	93%
Average Employees:	5394

Industry Reach:



Title Reach:



“We have run with Elearning! to support two of our events, and achieved fantastic success on both occasions. 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
Media Buyer, Carat Boston

¹Elearning! E-Media Readership Survey 5/08

E-Zine

Elearning! Magazine goes beyond print with *Elearning!* E-Zine, reaching over 150,000 professionals every edition. Circulation is expanded to reach e-newsletter subscribers, marketing partners including Brandon-Hall Research Group, Bersin & Associates, and trade associations including learning, HR, customer relationship management organizations and advertising sponsors of each edition.*

The E-Zine features web-like interactivity along side *Elearning!* Magazine's award-winning editorial. E-Zine advertisers and sponsors can host animated ads, video and/or audio streaming, or rich-media messages. Print advertisers are automatically included in the E-Zine with activated links leading readers to your Web site.

Exclusive E-Zine advertising opportunities are also available.

Sponsor the entire E-Zine with your brand by hosting the E-Zine toolbar sponsorship. Every reader sees your message on every page. This button links to your Web site and is tracked for impressions and click-through rates.

Reach beyond the page with the Exclusive Video Welcome Message.

Hosted on the opening page of the E-Zine, every reader is welcomed by your message upon opening of the edition. Host your video product introduction, welcome or informative fact of the month. Messages are 30 seconds, reside in the E-Zine for the life of the publication and are hosted on *Elearning!* Web site for 12 months.

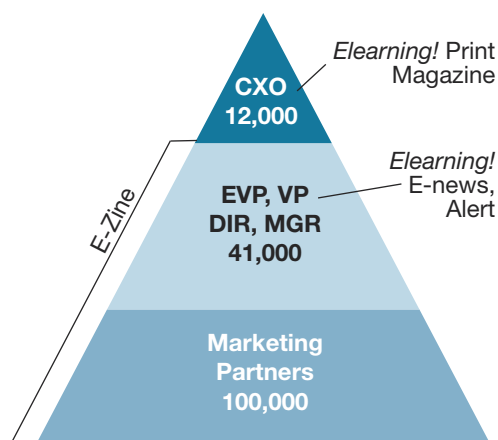
Rates & Specifications

	1x	3x	6x
Exclusive Sponsor E-Zine Toolbar JPEG Graphic 200 x 75 + URL	\$2495	\$2295	\$1995
Exclusive Video Welcome Message 30 second WMP, Real File Min 200 KBP's Screen Image: 300x250 pixels	\$3995	\$3795	\$3495

*subject to change.

¹Publisher's own data, 9/08

E-Zine Circulation¹



Reach 150,000+ with *Elearning!* Magazine & E-Zine!

Video Welcome Message



Elearning! E-Media Products

E-Newsletter & Alert



Elearning! E-News

Elearning! E-Newsletter reaches over 41,000 professionals the first week of every month. Authored by *Elearning!* editors, this E-Newsletter focuses on late-breaking news, industry announcements, market research and events. Target your advertising message, host a white paper or publish key announcements in this message reaching the desktops of learning professionals worldwide.

Advertising opportunities exist for all budgets including text ads, big box ads and button ads. The integrated lead report system tracks open rates, click-through rates and captures leads for your sales team's follow up.



Elearning! Alert

This weekly e-mail newsletter alerts professionals about the newest products, research and best practices. The 41,000 recipients are the most motivated to buy the newest products, making the *Elearning!* Alert an excellent lead generator for advertisers. Each advertiser will receive click-through reports and contact leads from *Elearning!* Alert's integrated lead reporting system. Host a first product look, free white paper or trial offer. Dominate the Alert by booking the top text ad or button ad positions. Alerts are produced weekly.



Elearning! Exclusive Alert

Highlight a hot topic and become the industry source in this exclusive Alert published to over 41,000 professionals. *Elearning!* Magazine's editor will author and publish exclusive content in topic area the sponsor designates. Each custom Alert will be themed to a topic area and feature 3 text editorials and 3 button ads. Editorial content may be furnished by the client and will be edited by the magazine team. Each exclusive Alert is published to over 41,000 professionals every edition, and hosted for 12 months on *Elearning!* Web site. Host the Alert on your Web site and distribute to your prospects and customers. Sponsorship requires minimum of 3 editions per year.

E-News & Alert

Rates & Specifications

Elearning! E-News <i>41,000 circulation, 1st Tues of month</i>	1x	6x	12x
Top Text Ad position	\$1595	\$1295	\$1195
Second Text Ad position	\$1495	\$1195	\$995
Last Text Ad position	\$1495	\$1195	\$995

Specs: 10 word headline, 75 word description, URL and 150x150 pixel graphic

Big Box Ad Second or Last position	\$1495	\$1295	\$1095
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*Graphic 300 x 250 + URL link
Max file size 32 KB*

Top or Second Button Ad	\$1195	\$1095	\$995
Third Button Ad	\$1095	\$995	\$895

Graphic 150 x150 pixels +URL link

Elearning! Alert	1x	6x	12x
Circulation: 41,000			
Top Text Ad Position 75 words, link & bingo leads	\$2495	\$2195	\$1995
Second Text Position:	\$1995	\$1795	\$1595
Third Text Position:	\$1595	\$1295	\$1195

Specs: 10 word headline, 75 word description, URL

Button Ad Position:

Top Button:	\$1295	\$1095	\$995
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Graphic, 25 words, link & bingo leads

Second-Fifth Button:	\$1095	\$995	\$895
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Graphic 150 x150 pixels +URL link

Your Exclusive Alert	3x	6x	12x
Two text editorials, 100 words, and URL Link	\$4595	\$4295	\$3995

3 buttons ads, Graphic 150 x150 pixels + URL

Rate includes 1 design template & Elearning! Web site hosting for 12 months



Elearning! E-Media Products

Web Site



New in 2009, everything *Elearning!* can be found at www.2elearning.com. This new rich-media site delivers you the buyers you want. Select all 900,000 professionals visiting annually, or own an entire market or product channel with the new channel sponsorships.

Own Your Market with Channel Sponsorship

Only *Elearning!* delivers an entire market segment or product category to you exclusively. Select all Executive visitors, and be the dominant advertisers on their channel landing page. Or, select a product category like Content, and dominate those visitors with your exclusive landing page message. Each channel page features your ads exclusively, in three different sizes and positions to dominate the page.

Lead Generating

Only *Elearning!* Magazine features automatic lead generation and immediate e-mailing to you, the moment a client downloads your white paper, selects your product for RFP, views your web session, product spec sheet, or video cast.

Video-cast Marketing

Capitalize on the billion dollar online video market, with *Elearning!* Video-cast marketing tools. Create a 5-10 minute video-cast on a tip, technique or CEO interview, and *Elearning!* will host on the web site and e-blast to our audience. Every viewer will convert to a lead e-mailed to your desktop, only available at *Elearning!* Magazine.

Brand Building

Up to 35% of new visitors and subscribers to *Elearning!* have a new e-learning initiative and are searching for solutions. Reach all these buyers with high visibility web site advertising via banners, buttons, video web casts, and more. Monitor your ad views and clicks through automatic e-mail or private log in. Combine you marketing campaign with channels, and the online resources guide to maximize your branding and lead generation.

Rates & Specifications

Elearning! Web site

900,000 visitor sessions	1 mos	6 mos	12 mos
Home Page Top Banner	\$2295	\$2095	\$1895
Big Box Ad	\$2195	\$2095	\$1895
Leaderboard Ad	\$2095	\$1895	\$1795
ROS Top Banner	\$2095	\$1895	\$1795
ROS Big Box	\$2095	\$1895	\$1795
ROS Leaderboard	\$1895	\$1795	\$1695

Video-Cast (Client supplied file)

Web site hosted for 3 mos & emailed via Enews and Alert	\$4495	\$3995	\$3495
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Resources Downloads

Either: White papers, New product post, Web seminars	\$595 ec	\$495 ec	\$425 ec
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Channel Sponsorship	3 mos	6 mos	12 mos
Channel Landing Page 3 mos min (Top banner, Big box ad & Leadersboard Ad)	\$4495	\$3995	\$3495

Elearning! Online Buyer's Guide

Lead Generating = Sales Building

Now, you can promote your company products and services to over 900,000 visitors annually on the *Elearning!* Online Buyer's Guide and get immediate leads, coming in 2009. 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 Buyer's Guide connecting you with active buyers. Each visitor to download your information or request an RFP 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; directory sponsorship banner ads, whole product category ownership (Channel), pop-to-the-top priority listings, and others. Select a 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 top banner, top big box and leaderboard ads.

Rates & Specifications

<i>Elearning!</i> Online Buyer's Guide	3 mos	6 mos	12 mos
Directory Home Page Banner Ad	\$1795	\$1595	\$1395
Channel Sponsorship 3 Ads	\$1795	\$1595	\$1395
Category Banner Ad (as avail)	\$1295	\$1095	\$995
Secondary Cat Banner Ad	\$1095	\$995	\$895
Company Name & Listing	\$500/ yr		
Additional Category Listing	\$100/yr		
Extended Listing + RFP Leads	\$1200/yr		



Elearning! Events 2009



Elearning! Summits 2009

Launched in May 2008, the *Elearning!* Summits are the industry's first virtual world-like, real-time events consisting of conference sessions, exhibit hall, networking lounge and resource center.

More than 1,200 executives attended the first event; 39% senior executives, 93% with purchasing authority and average e-learning budget of \$1.114 million. Don't miss these top-level buyers who are seeking your solutions. Sponsorships start at \$3495 per event.

Elearning! Summit Fall

11.06 – 11.07.08, 8 a.m.- 2 p.m. PDT

Topic: Learning Strategies & *Elearning!* 101

Elearning! Summit Spring

03.26 - 3.27.09, 8 a.m.- 2 p.m. PST

Topics: Best Practices & Web 2.0

Elearning! Summit Summer

07.16 – 07.17.09, 8 a.m. - 2 p.m. PST

Topic: eGov Learning & Performance

Elearning! Summit Winter

11.07 - 11.08.09 8 a.m. – 2 p.m. PDT

Topic: Best of *Elearning!*

“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! Day

March - October 2009



Elearning! Magazine takes our best practices and customer stories on the road to five major cities: New York, Atlanta, Chicago, D.C. and San Francisco. Step up and sponsor these five one-day events, and network with senior executives seeking advice and solutions. Build your brand and awareness across all the *Elearning!* brands and reach more than 1 million professionals annually.

Sponsorships include: presence at all five events, industry-wide brand promotion, event session hosting or sponsorship, 50 gift tickets for your VIP customers and prospects, Web micro-site promotion, and much more. Sponsorships start at \$39,950 and are very limited, so contact your sales representative now.

Collaboratory 2009

March & September 2009

In partnership with Collaborative Strategies, *Elearning!* Magazine hosts a live, in-person, one-day, test bed for selected collaboration tools. Use this opportunity to showcase your solution to a very select and motivated audience. Be in the room as buyers evaluate the solution in this test-bed environment. Cultivate buyers within the lab and via the virtual participates hosted by *Elearning!* Magazine and our partner. Sponsorships start at \$25,000 and are extremely limited. Contact your sales representative for the event prospectus and details.

What you get when you advertise in *Elearning!* Magazine:

THE WHOLE STORY PACKAGE

	Full Page Ad	Half Page Ad
Elearning! Print Magazine (\$6250)	Full page 4-c Ad	Half page 4-c Ad
Elearning! E-Zine (\$2500)	Full page 4-c Ad	Half page 4-c Ad
Elearning! E-News (\$1200)	E-Zine 2x	E-Zine 2x
Elearning! Alert or E-News (\$1600)	3 Ad Buttons	2 Ad Buttons
Elearning! Web Site (\$1500)	12 months hosting	12 months hosting
Package Value:	\$34,750	\$29,250
Your Price/Insert:	\$5,950 net	\$3,595 net
Early Renewal BONUS:*	1 pg content/edition*	1/2 pg content/edition*

*Limited to Case Study or New Product Page for multiple ad placements contracted on or before 12/15/08.

Elearning! Magazine Open Rates 2009

Elearning! Magazine & E-Zine			
Circulation: 150,000+	1x	6x	12x
4-color Net Rates			
Spread	\$12490	\$11490	\$10490
Full Page	\$6250	\$5950	\$5650
1/2 Page	\$3750	\$3595	\$3450
1/3 Page	\$2500	\$2295	\$1995
1/4 Page	\$1875	\$1675	\$1475
E-Zine Sponsor Toolbar	\$2495	\$2295	\$1995
E-Zine Video Welcome	\$3995	\$3795	\$3495
Premium Positions <i>No guarantee position without premium</i>			
Cover 2 or 4	+20%		
Cover 3 or TOC	+10%		
Other Requests	+5%		

Elearning! E-Newsletter	1x	6x	12x
Circulation: 41,000	4-color Net Rates		
1 st Tues. of each month			
Top Ad Banner	\$1595	\$1295	\$1195
Second Text Ad	\$1495	\$1195	\$995
Last or Big Box Ad	\$1495	\$1195	\$995
Top Button Ad	\$1195	\$1095	\$995
Second Button Ad	\$1195	\$1095	\$995
Third Button Ad	\$1095	\$995	\$895

Elearning! Alert	1x	6x	12x
Circulation: 41,000	4-color Net Rates		
2nd-4th week of each month			
Exclusive Alert! 5 ad slots	\$4595	\$4295	\$3995
Top Position Sponsor	\$2495	\$2195	\$1995
Second Position Sponsor	\$1995	\$1795	\$1595
Third Position Sponsor:	\$1595	\$1295	\$1195
Button Ad Position:			
Top Button:	\$1295	\$1095	\$995
2nd-5th Button Ad	\$1095	\$995	\$895

Note: Other upgrades may be available. All rates subject to change without notice.

New in 2009:			
Web Site	1 mo	6 mos	12 mos
900,000 visitor sessions			
Home Page Top Banner	\$2295	\$2095	\$1895
Big Box Ad	\$2195	\$2095	\$1895
Leaderboard Ad	\$2095	\$1895	\$1795
ROS Top Banner	\$2095	\$1895	\$1795
ROS Big Box	\$2095	\$1895	\$1795
ROS Leaderboard	\$1895	\$1795	\$1695
Video-Cast (Client supplied File)	\$4495	\$3995	\$3495
Resources Downloads	\$595ec	\$495ec	\$425ec
	3 mos	6 mos	12 mos
Channel Landing Page	\$4495	\$3995	\$3495
New in 2009			
Elearning! Online Buyer's Guide	3mos	6mos	12mos
Directory Home Page Banner Ad	\$1795	\$1595	\$1395
Channel Sponsorship 3 Ads	\$1795	\$1595	\$1395
Category Banner Ad (as avail)	\$1295	\$1095	\$995
Secondary Cat Banner Ad	\$1095	\$995	\$895
Company Name & Listing	\$500/ yr		
Additional Category Listing	\$100/yr		
Extended Listing + RFP Leads	\$1200/yr		
2 nd Extended Listing + RFP Leads	\$500/yr		

Contract Conditions

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 reinvoiced 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 mispositioned 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 shorted 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 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

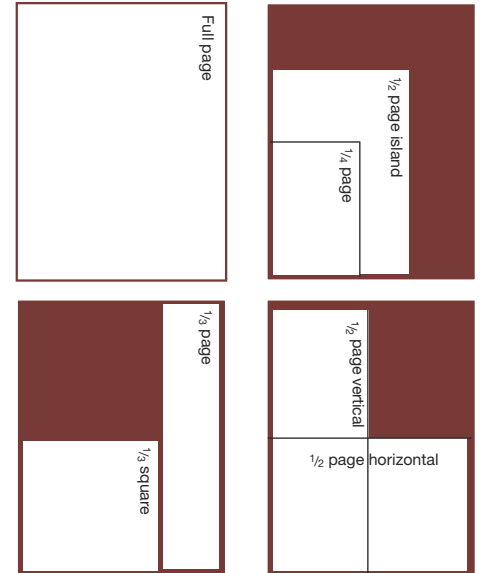
1. Digital data is required for all ad submissions. Required format is high-resolution (300 dpi) PDF. Files should be press optimized, converted to CMYK, and have all fonts embedded. Elearning! will be relieved of all responsibility for any form of compensation if an ad is supplied in non-preferred or 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.



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