



*News, Opinion, Trends & Innovation in P-20  
Education*

[www.theedadvocate.org](http://www.theedadvocate.org)



*Authoritative EdTech News & Commentary*

[www.thetechadvocate.org](http://www.thetechadvocate.org)

*2020 Media Kit*

## About Us

### *The Edvocate*

*The Edvocate* ([www.theedadvocate.org](http://www.theedadvocate.org)) is an online magazine that is the brainchild of award-winning educationalist Matthew Lynch. The primary aim of the magazine is to spread the word about serious problems in the country's educational system and to argue for a radical reorganization of the American public school system. The articles and opinion pieces that are published in *The Edvocate* aim to focus attention on this lapse.

*The Edvocate* website features P-20 education news and opinion that is updated daily, and an opt-in daily email newsletter (190,000 opt-in subscribers).

If you want to market to the P-20 arena's most influential audience, then *The Edvocate* is your publication of choice. *The Edvocate* is the fastest growing online destination for the P-20 market. Our readers are:

- Highly educated and place a premium on quality education
- Professionally upwardly mobile
- Socially committed men and women engaged in their communities
- Decision-makers in both the public and private sector
- Passionate advocates for equality, access, and opportunity for all

Readership: 425,000 unique visitors per month, 940,000 visits per month, and 7,400,000 million page views per month.

### *The Tech Edvocate*

*The Tech Edvocate* ([www.thetechadvocate.org](http://www.thetechadvocate.org)) is an online magazine that is the brainchild of award-winning educationalist Matthew Lynch. Since technology is not going anywhere and does more good than harm, adapting is the best course of action. That is where *The Tech Edvocate* comes in. We plan to cover the P-20 EdTech sector and provide our readers with the latest news and opinion on the subject. From time to time, I will invite other voices to weigh in on important issues in EdTech. We hope to provide a well-rounded, multi-faceted look at the past, present, the future of EdTech in the US and internationally.

*The Tech Edvocate* website features authoritative EdTech news and commentary that is updated daily and an opt-in daily email newsletter (145,000 opt-in subscribers).

If you want to market to EdTech most influential audience, then *The Tech Edvocate* is your publication of choice. *The Tech Edvocate* is the fastest growing online destination for EdTech. Our readers are:

- Highly educated and place a premium on quality education
- Professionally upwardly mobile
- Socially committed men and women engaged in their communities
- Decision-makers in both the public and private EdTech sector
- Passionate advocates for EdTech

Readership: 370,000 unique visitors per month, 810,000 visits per month, and 6,200,000 thousand page views per month. Remember, we just launched in July 2016.

### **Why You Should Choose Us?**

Because the editorial content is credible, relevant, and unique to *The Edvocate* and *The Tech Edvocate*, our readers trust and rely on us. When great value is attached to a publication's editorial, that value is also passed on to the advertising messages found within that publication. This makes our sites the perfect mediums to communicate in and reach a unique, target audience. Call us at 601-630-5238 or email us at [advocatefored@gmail.com](mailto:advocatefored@gmail.com) to get started.

### **We Don't Mean to Brag**

Below you will find a sampling of the awards and accolades that have been garnered by *The Edvocate*, *The Tech Edvocate*, and its staff:

PowerUp What Works ranks our @lynch39083 Twitter account as #1 on their 2018 list of ["Our Favorite Twitter Accounts for Teachers."](#)

*The Tech Edvocate* was named to [Edtech Magazine's 2018 Dean's List: EdTech's 30 Must-Read Higher Education IT Blogs.](#)

*The Tech Edvocate* was recently named to [Edtech Magazine's 2018 Honor Roll: EdTech's Must-Read K-12 IT Blogs.](#)

[Disruptor Daily](#) has named our editor, Matthew Lynch, as one of the 25 edtech influencers to follow on Twitter in 2018.

Our Editor in Chief, Matthew Lynch was named to [the TrustED 20 \(November 2017\)](#), an annual list of 20 education thought leaders who are driving the online conversation about K12 change and innovation.

Our editor, Matthew Lynch, was recently named one of the three edtech voices to follow by [Forbes](#).

[Time to Know](#), a global edtech company, named our editor Matthew Lynch as one of the ["Top 10 Digital Learning Thought Leaders to Follow Right Now."](#)

In July 2017, *Getting Smart* named our [@AdvocateforEd](#) account as one of the best Twitters feeds to follow for EdTech News & Media. It also named our editor Matthew Lynch as one of the education thought leaders to follow on Twitter.

*The Edvocate* has been featured on the [Teachers of Tomorrow's 2017 List of the Top 50 Teacher Websites for Seriously Dedicated Educators](#).

*Onalytica* ranked *The Edvocate* #49 on its annual list of the ["Top 200 Brands in Edtech and Elearning \(2016\)"](#).

*Onalytica* ranked our founder and Editor in Chief, Matthew Lynch, on its annual list of the ["Top 200 Influencers in Edtech and Elearning \(2016\)"](#). He came in at #38, up 51 spots from 2015.

Our Editor in Chief, Matthew Lynch was named to [the TrustED 20 \(November 2016\)](#), an inaugural list of 20 education thought leaders who are driving the online conversation about K12 change and innovation.

*Iris Connect*, an influential edtech company, included *The Edvocate* on their list of ["20 of the best "EdTech accounts to follow on Twitter" \(2016\)](#). The list was in no particular order, so we assume that we were number one!

*Onalytica* ranked our founder and Editor in Chief, Matthew Lynch, on its annual list of the ["Top 100 Influencers in Edtech and Elearning \(2015\)"](#). He came in at #88. We demand a recount! Honestly, we are honored. He expects to be in the "Top 25" next year! Want to view the rankings?

*Hanover Research* named our founder and Editor in Chief, Matthew Lynch, as one of the ["K-12 Influencers to Follow \(2015\)"](#).

*The Edvocate's* Twitter account (@advocatefored) has been named the [#1 Twitter account for Edtech News & Media \(2015\)](#) by *Getting Smart*.

*Agilience* ranks our editor, Matthew Lynch, as the #1 authority in education, the #1 authority in learning materials and pedagogy and the #4 authority on teachers.

## **Our Services**

Here is a list of our services and the fees associated with them. These are our ala carte prices. If you were to purchase a monthly package, you would save a lot of money. Let me know if you have any questions.

**Podcast Sponsorship & Advertisements:** "The Edvocate Podcast," which is hosted on <https://www.theedadvocate.org/the-edvocate-podcast/>, features the latest in education news and opinion. For \$5000, your company can either have an advertisement placed on an episode or sponsor an episode.

For sponsorships, a message, similar to the following one, will be played at the beginning of the episode: “Today’s episode is being brought to you by ‘Behave Yourself Johnny,’ the world’s most comprehensive behavior management software. To request a free demo, visit [www.behaveyourselfjohnny.com](http://www.behaveyourselfjohnny.com).”

Our advertisements contain a similar messaging but without the mention of sponsorship. A possible advertisement could contain the following messaging: “Are you a teacher who can’t get around to teaching because you spend most of your time responding to misbehavior? If I were you, I would try ‘Behave Yourself Johnny,’ the world’s most comprehensive behavior management software. To request a free demo, visit [www.behaveyourselfjohnny.com](http://www.behaveyourselfjohnny.com).”

We would work with you to create the perfect script, one that protects your brand, and stays on message. Contact us today to get started.

**Sponsored Content:** You write a 600-800 word article about your company, products, etc. and we publish it on your site of choice. If you would like us to write the article, we would charge a \$1000 writing fee. The tone of the article is what we call “advertorial,” which simply means we write editorial content that promotes your product or company. \$1500 per sponsored article placement; \$2500 for placement on both sites. As a bonus, your article will be included in one or both of our daily newsletters.

Examples:

[\*\*Kids Need Role Models. Why Don’t We Use The Ones Right in Front of Us?\*\*](#)

[\*\*6 Best Practices for Internal Communication in Public Schools\*\*](#)

[\*\*Custom Assessments Allow Teachers to Easily Blend Cross-Curricular Concepts\*\*](#)

**Sponsored Press Release:** We publish a press release on your site of choice. \$1200 per press release; \$2000 for placement on both sites. As a bonus, your article will be included in one or both of our daily newsletters. For a fee of \$1000, we will rewrite your press release to read like an organic news story.

Examples:

[\*\*Interactive Chats on Nepris Show Students How Products Are Developed by OtterBox\*\*](#)

[\*\*Dr. Judith L. Zimny Is Chosen to Head the National Institute for STEM Education\*\*](#)

[\*\*‘Read to the Final Four’ Literacy Tournament Tips off Across Arizona\*\*](#)

**Product Review:** We will write a 600-800 word review of your product, book, etc. Before it is finalized, it will be submitted to you for approval. The review will appear on your site of choice. \$2800-\$3000 per review, it just depends on the complexity; \$5000 for your product review to appear on both sites. As a bonus, your article will be included in one or both of our daily newsletters.

Examples:

[How to Market to College Students with Smart Data](#)

[Classroom Internet Use: Limiting Distractions with Teacher Control](#)

[Ving – The Content Management System Educators Have Been Waiting For](#)

**Whitepaper:** A well-written white paper can boost your credibility and establish you as an authority in your industry. However, contrary to common belief, a white paper is much more than just a long article. In fact, it is an exhaustive report on a subject that is related to a particular product or service, or something of interest to the target audience and should be written in a professional format and in an authoritative and academic voice. We will write a white paper that is meant to establish your company as a thought leader in its industry. \$2 per word. Also, we host whitepapers on our site. For a fee of \$5000, we will host your whitepaper on our homepage for 6 months and on the site forever.

Example:

[Using Technology to Combat Bullying in Schools: An Innovative Solution](#)

**Thought Leadership:** We publish a thought leadership piece written by you on your site of choice. If you would like us to write the article, we would charge a \$1000 writing fee. \$1500 per placement; \$2500 for placement on both sites. As a bonus, your article will be included in one or both of our daily newsletters.

Examples:

[Listening Is the Start of Everything](#)

[Why Mr. Johnson's Classroom Is More Fun Than Yours](#)

[Instead of textbooks, why not pay teachers for content?](#)

**Newsletter Sponsorship:** Sponsor *The Edvocate* and/or *The Tech Edvocate* daily newsletter. (\$2300 per week, per newsletter, \$4000 for both)

**Sponsored Links:** A contextual link is a text link that is embedded within an existing article or post. The link should be relevant and contextual to the article content else it will

not be accepted. The links will be "nofollow" and will remain for as long as the article stays on the site. (\$1000 per link)

**Sponsor an Article:** Sponsor one of our articles for \$3000. The words “Sponsored By” + your company logo would be placed at the beginning of the article.

**Trailblazers in Edtech/Trailblazing Companies in Edtech:** We have developed a series that spotlights trailblazing people and companies in edtech. Using the examples below as a template, you would provide us with information about your trailblazing person or company. (\$3000 per person or company)

Examples:

<http://www.thetechadvocate.org/trailblazers-edtech-shelley-sanchez-terrell/>

<http://www.thetechadvocate.org/trailblazing-companies-edtech-classtag/>

**Inclusion in our Best of the Best Lists:** *The Edvocate* and *The Tech Edvocate* are pleased to produce their “Best of the Best” resource lists. These lists provide our readers with rankings for education-related blogs, twitter accounts, influencers, products, etc. These lists are meant to be fluid, and for that reason, they are regularly updated to provide up to the moment information. Although inclusion on these lists cannot be purchased, we can place you, your company or one of your products as an “Sponsored Mention” on one of these lists. The cost is \$2000 for inclusion on the list of your choice. Inclusion instantly gives you brand recognition. Also, for a separate fee, you can sponsor the list. The words “Sponsored By:” followed by your logo would be displayed at the beginning, middle, or end of the list. Below, you will find examples of our some of our current “Best of the Best Lists.”

Examples:

[\*\*The Tech Edvocate’s List of the 20 Best Teaching and Learning Apps\*\*](#)

[\*\*8 Must-Have Autism Apps, Tools and Resources\*\*](#)

[\*\*5 Must-Have Behavior Apps, Tools and Resources\*\*](#)

[\*\*9 Must-Have Personalized Learning Apps, Tools, and Resources\*\*](#)

[\*\*7 Must-Have EdTech Apps, Tools, and Resources for Preschoolers\*\*](#)

[\*\*8 Must-Have Gamification Apps, Tools, and Resources\*\*](#)

[\*\*8 Must-Have Elementary School Apps, Tools, and Resources\*\*](#)

**Video Ads:** We offer video ads that can be displayed on our homepage or any of our pages or posts. Here are the options.

### *Options*

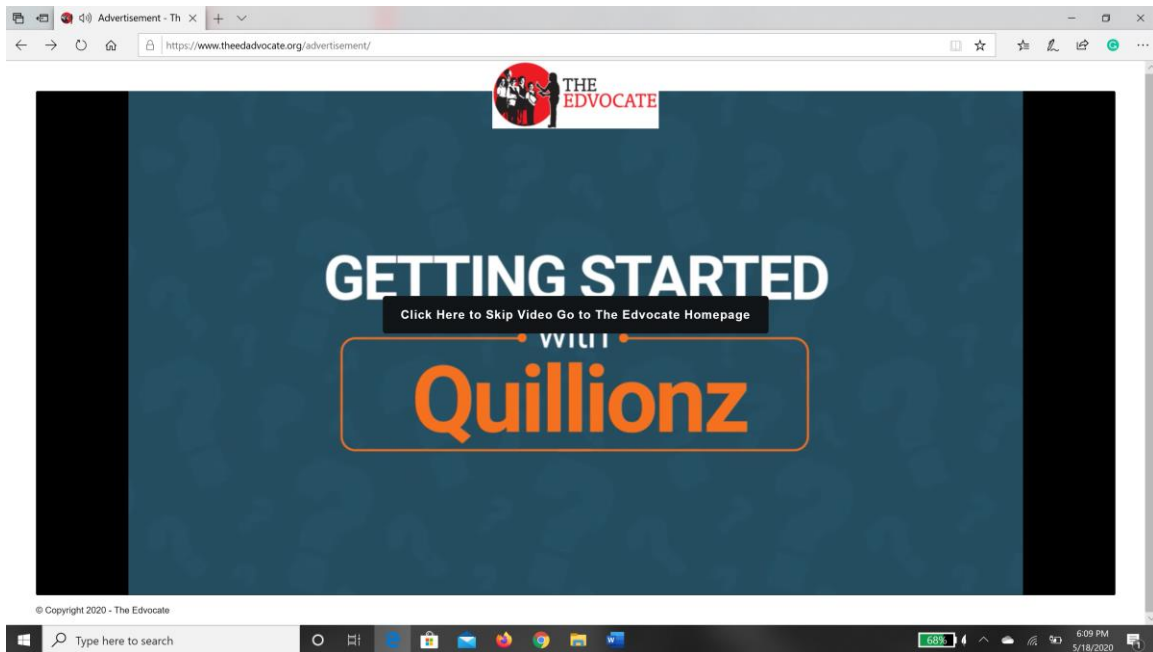
**Homepage Video Ad** – Your ad will be displayed to EVERY homepage visitor for one month. (\$20000 per ad for one site; \$35000 for both sites).

**Page or Post Video Ad** – Your video ad will be displayed on the page(s) or post(s) of your choice for one month. (\$1000 per page or post on either site).

Also, we can create a mock-up of your ad to show you how it would display and operate in real-time.

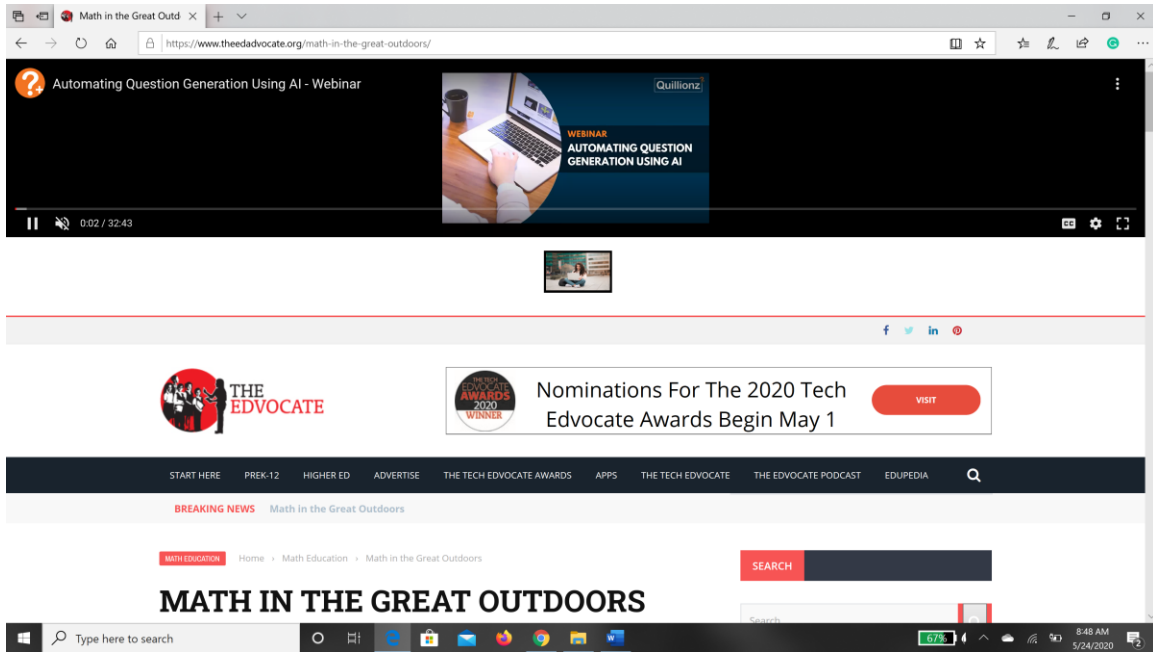
Below you will find screenshots of how the video ads look in action:

Here is a homepage video ad. As you can see, it takes up the entire homepage.

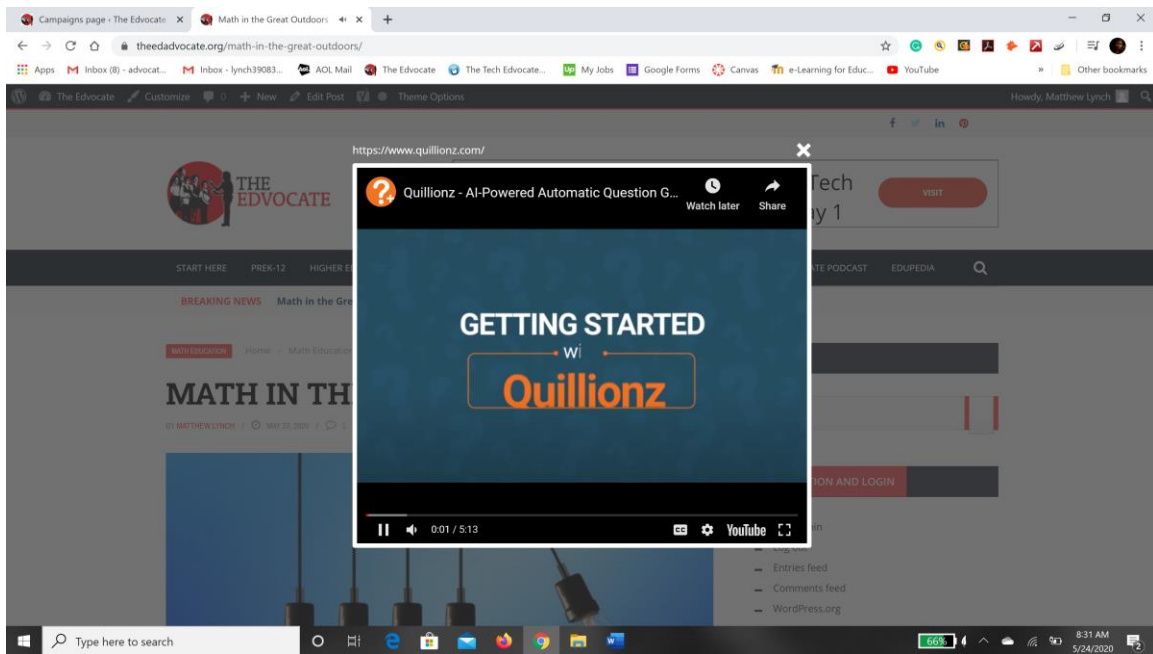




Here is a post or page video ad. As you can see, it is displayed in the header of the post or page.



**Pop Up Ads-** We also offer popup video or image ads that can appear on individual posts or pages, in entire categories, or on the entire site. Email us for a quote.



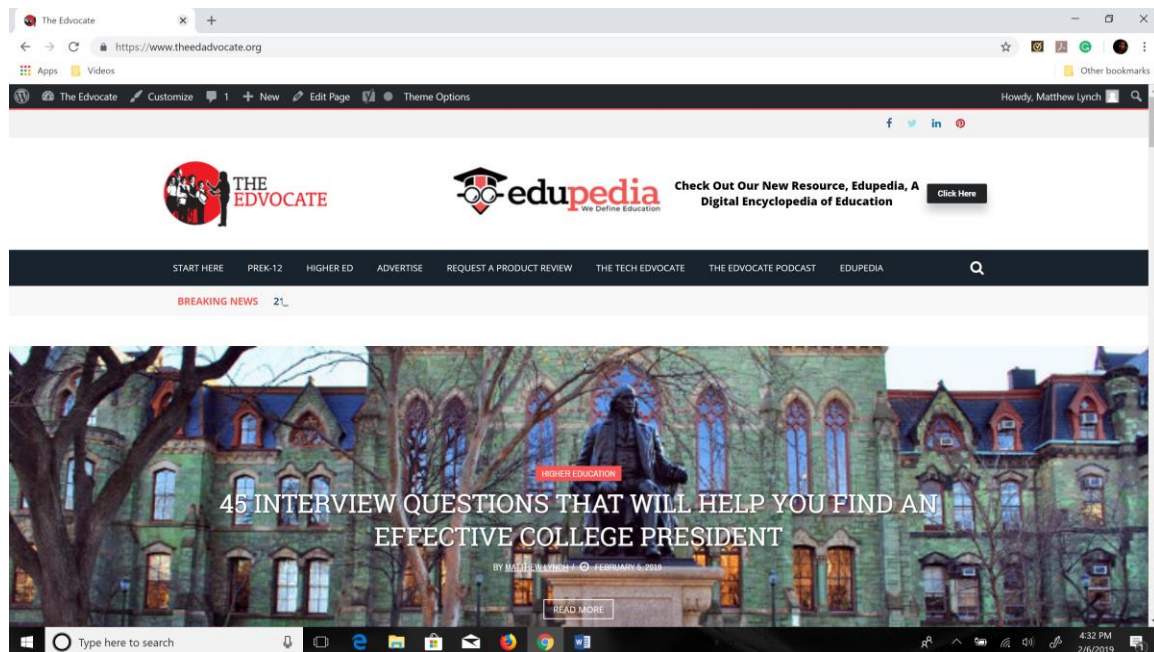
**Display Ads:** We offer display ads of various sizes. Please view the options below.

### *Options*

**728 x 90-** Your ad will be displayed to EVERY visitor to our site for one month. (\$5000 per ad for one site; \$9500 for both sites).

**300 x 250-** Your ad will be displayed to EVERY visitor to our site for one month. (\$5000 per ad for one site; \$9500 for both sites).

**Homepage Takeover:** When someone visits our homepage, the first thing that they see is our featured article slider, which currently alternates between 5 of our recently published articles. We can allow your article to take over the slider for one month, ensuring that the only article that is seen on the slider is yours. (\$5000 for one site; \$9500 for both sites).



**Influencer Interview:** We conduct an interview with a member of your organization, preferably a C-level executive. The interview would be on an education topic that is related to your business. (\$2300 for one site, \$4000 for both). As a bonus, your article will be included in one or both of our daily newsletters.

Examples:

[Diverse Conversations: An Online Course to Recruit Online Learners](#)

[Diverse Conversations: Supporting Underserved Populations in Higher Education](#)

## [Diverse Conversations: Issues and Trends in International Higher Education Financing](#)

**Sponsored Tweets:** We will tweet out an advertisement for your company or product, three times a day for an entire month. You write the tweet(s). (\$5000 per month)

**Expert Commentary:** We would work with you to write an article related to your company, product, or service, and feature you as our expert commentator. It would look organic, but feel like we could not have done the story without your expertise. You would come across as the ultimate thought leader. (Ask for a quote)

**Book Promotion:** We would help your client promote their books via social media. We have targeted following, full of educators and ed techies. (Ask for a quote)

**Event Promotion:** We use our site and social media to promote your upcoming event. (Ask for a quote)

### **Readership Profile for *The Advocate***

#### **37% Teachers/Professors**

Includes titles such as Early Childhood, Elementary School, Middle School, High School, Special Education, and Gifted Teachers, etc. Also, includes university and college professors.

#### **33% Senior/Executive Management**

Includes titles such as: Superintendent, Assistant Superintendent, Deputy Superintendent, Associate Superintendent, Regional Superintendent, Education Service Agency Director, Education Department Officials, Principal, Assistant Principal, Federal/State Program Director, State School Officer, Federal Official, District Admin, Safety/Security Director, School Board Member, Governor's Office Staff, Legislative Staff Member, School Business Official/Purchasing, College/University Official, and related functions.

#### **17% IT/Technology Management & Library Media**

Includes titles such as: CIO/CTO, IT Director, Instructional Technology Director, MIS Director, Network Administrator, Library Services Director, Librarian/Media Specialist, Technology Coordinator, Technology Director, and related functions.

#### **13% Curriculum & Academic Management**

Includes titles such as: Curriculum Director, Subject Area Supervisors and Instructors, including Mathematics, Reading, Science, English, Social Studies, Languages, Trades, Business, Special Ed Director, Directors/Coordinators of Gifted, Special Education,

Vocational Education and Professional Development, Director of Guidance and related functions.

### **Readership Profile for *The Tech Advocate***

#### **32% Teachers/Professors**

Includes titles such as Early Childhood, Elementary School, Middle School High School, Special Education, and Gifted Teachers, etc. Also, includes university and college professors.

#### **27% Senior/Executive Management**

Includes titles such as: Superintendent, Assistant Superintendent, Deputy Superintendent, Associate Superintendent, Regional Superintendent, Education Service Agency Director, Education Department Officials, Principal, Assistant Principal, Federal/State Program Director, State School Officer, Federal Official, District Admin, Safety/Security Director, School Board Member, Governor's Office Staff, Legislative Staff Member, School Business Official/Purchasing, College/University Official, and related functions.

#### **23% IT/Technology Management & Library Media**

Includes titles such as: CIO/CTO, IT Director, Instructional Technology Director, MIS Director, Network Administrator, Library Services Director, Librarian/Media Specialist, Technology Coordinator, Technology Director, and related functions.

#### **8% Curriculum & Academic Management**

Includes titles such as: Curriculum Director, Subject Area Supervisors and Instructors, including Mathematics, Reading, Science, English, Social Studies, Languages, Trades, Business, Special Ed Director, Directors/Coordinators of Gifted, Special Education, Vocational Education and Professional Development, Director of Guidance and related functions.