# edWeb.net

## A Professional Learning Community

& powerful media channel to reach educators



# edWeb is an award-winning community of 1 million educators




- Reach the largest, most engaged community of teachers, administrators, and staff in all roles.
- Host edWebinars with engaging live chats for exceptional brand awareness and lead generation.
- Provide educators with CE Certificates approved for district PD hours and teacher license renewal.

2026 CODiE Award | Best Education Professional Development Solution
2026 EdTech Digest Award | Best Collaboration Solution

edWeb.net



# Host professional learning edWebinars or edLeader Panels




- It's a virtual mini-conference!
- Live chat engagement and post-presentation survey feedback.
- Registrant and attendee reports, great leads the following day.
- Educators earn CE certificates!
- 30 days later, on-demand viewer leads, plus in-depth educator reflections and ratings in a new Professional Learning Impact Report.
- The recordings provide continuous marketing, sales, and social content.

edWeb.net

# edWeb is an exceptional learning experience for ALL

### Attendees…

**My head is exploding (in a good way)** with all the new advice, resources and ideas shared to help my colleagues and me for the upcoming school year.

### Presenters…

**My heart just grew three sizes**. I live to inspire others to love teaching and to be excited to do it. This webinar experience will go down in history as the best one yet!

### Sponsors…

**edWeb has been our #1 lead generator.** We have successfully closed some big deals through our edWeb programs and connected with edWeb attendees at our in-person events.

*Read all the great testimonials here!*

edWeb.net



# Sponsors trust edWeb for great service, outreach, and lead gen















































































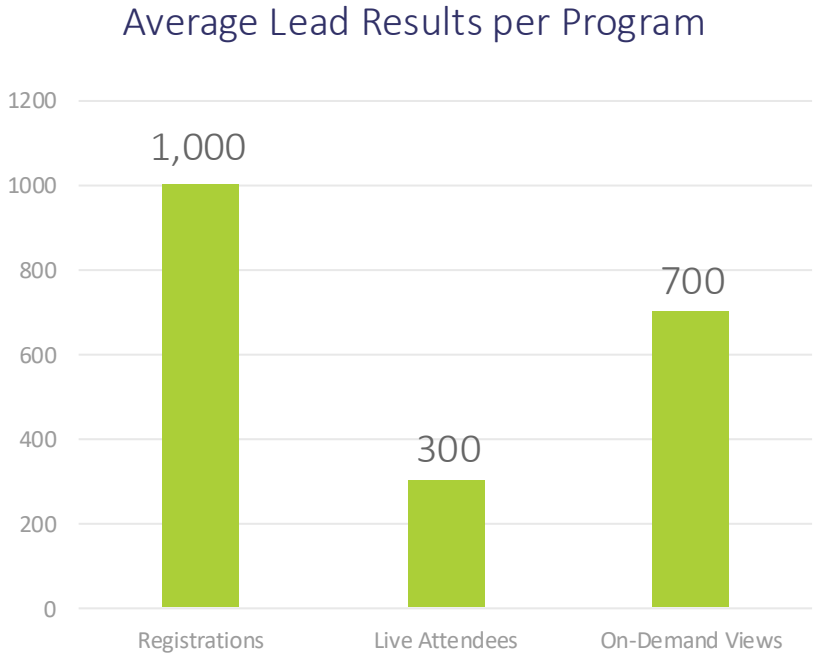
View all sponsors [here]

# High-quality professional learning gets great results with educators

- Sponsors recruit education experts, authors, and innovative educators to present high-quality professional learning.
- Educators, schools, and districts turn to edWeb for free professional learning, teacher re-licensure, and PD hours.
- edWebinars are a great way to build relationships and foster collaboration with presenters and attendees!
- Educators rate edWebinars 4.65 out of 5 stars.



# edWeb drives an exceptionally high volume of leads




Results depend on your topic and size of your target audience.




- Average of 1,000 registrations per program
- Live attendance averages 30% and provides a highly engaged audience in the live chat.
- 70% of live and on-demand viewers watch the entire program to earn their CE certificate.

# Educators receive a CE certificate for your presentation




**View our U. S. state map**

- Educators earn CE certificates for live and on-demand viewing of all edWebinars and edLeader panels.
- edWeb is state DOE approved for teacher re-licensure in NY, PA, MA, TX, AR, UT, NV, MN.
- Most states accept edWeb CE certificates for teacher licensure renewal if approved by the LEA.
- edWeb has additional approvals for early childhood and administrators.

edWeb.net



# edWeb provides the best experience, promotion, and results



## Best Webinar Experience

- **Your edWeb program manager** provides personal support at every step.
- **Live chat and presentation tools** make the experience engaging.
- **CE certificates for PD hours** drive high attendance and leads.



## Most Effective Promotion

- **Solo email campaign** reaches your target educator audience.
- **eNews promotion** extends your reach to the edWeb community.
- **Social media** promotion via LinkedIn and Facebook.



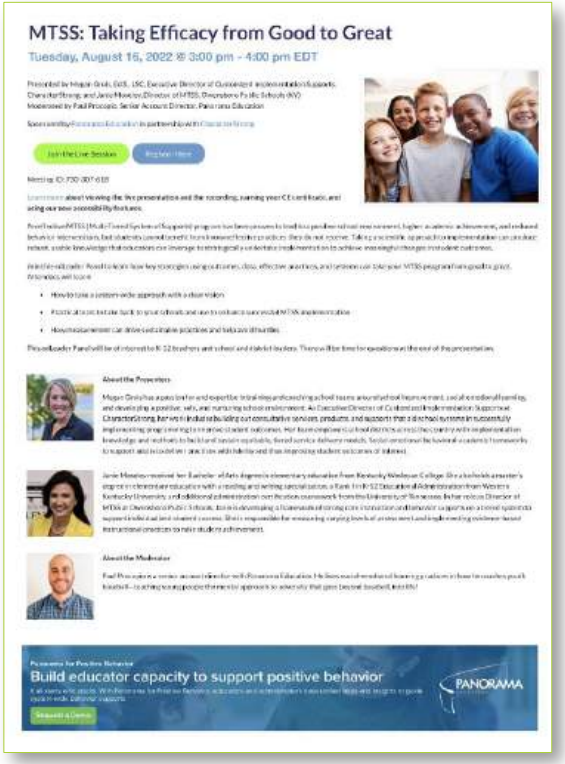
## Highest Quality Results

- **High volume of quality leads** the day after your presentation.
- **Recording, podcast, and e-pub** options for your marketing.
- **On-demand leads** after 30 days, plus a lead subscription option.

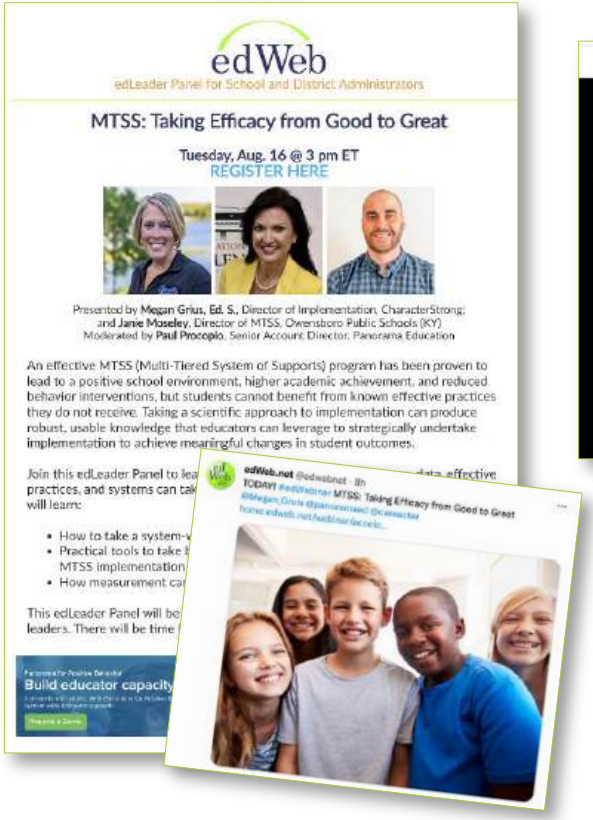


# An edWeb Program Manager supports you every step of the way

## Booking Your Presentation




## Promoting your Program



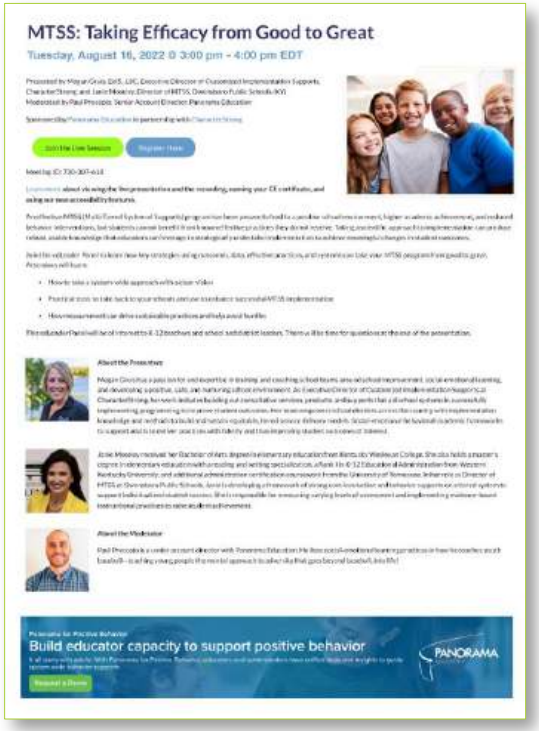

## Prep, Showtime, & Reporting




Your Program Manager takes the work and stress out of presenting a webinar with our “concierge” service.

# edWeb creates a permanent event page for your program

The web page provides the registration link before your presentation and the recording link after.



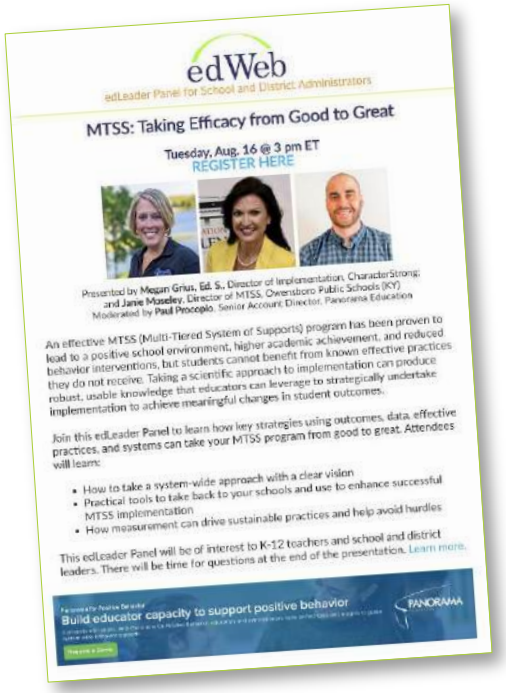

Your event is posted on the edWeb Calendar
100,000 views per month




edWeb.net

Share your event in your marketing, sales, and social media promotions.

# edWeb provides the most effective marketing campaign



edWeb

edLeader Panel for School and District Administrators

MTSS: Taking Efficacy from Good to Great

Tuesday, Aug. 16 @ 3 pm ET

REGISTER HERE

Presented by **Megan Grius, Ed. S.**, Director of Implementation, CharacterStrong; and **Janie Moseley**, Director of MTSS, Owensboro Public Schools (KY)
Moderated by **Paul Procopio**, Senior Account Director, Panorama Education

An effective MTSS (Multi-Tiered System of Supports) program has been proven to lead to a positive school environment, higher academic achievement, and reduced behavior interventions, but students cannot benefit from known effective practices they do not receive. Taking a scientific approach to implementation can produce robust, usable knowledge that educators can leverage to strategically undertake implementation to achieve meaningful changes in student outcomes.

Join this edLeader Panel to learn how key strategies using outcomes, data, effective practices, and systems can take your MTSS program from good to great. Attendees will learn:

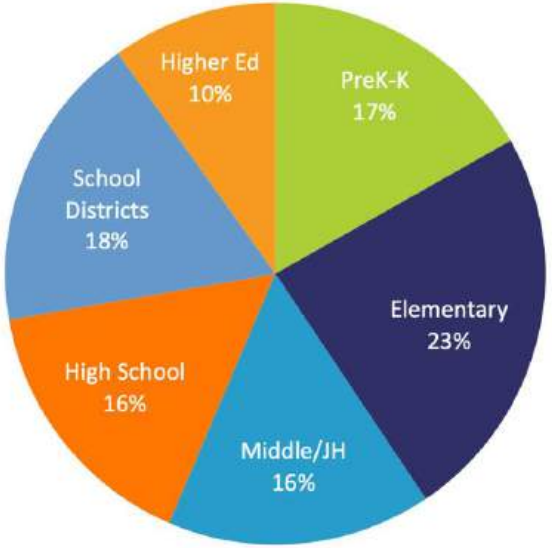
- How to take a system-wide approach with a clear vision
- Practical tools to take back to your schools and use to enhance successful MTSS implementation
- How measurement can drive sustainable practices and help avoid hurdles

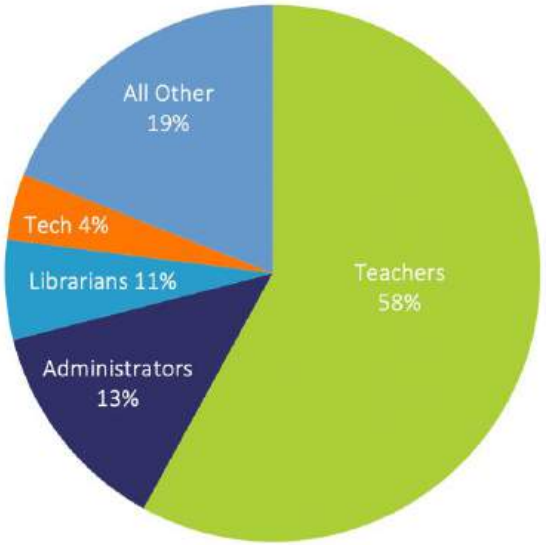
This edLeader Panel will be of interest to K-12 teachers and school and district leaders. There will be time for questions at the end of the presentation. Learn more.

Build educator capacity to support positive behavior

PANORAMA

When you submit the booking for your program,
you'll provide us with the target profile for your audience.




We can target your audience by market, level, role, subject and grade,
reaching educators from preK – 12 in all roles.

edWeb.net

# edWeb is the EXCLUSIVE SOURCE to target by topic of interest

edWeb can select educators in 125 of the most current content areas in education.

21st Century Learning
Absenteeism and Attendance
Accessibility
Artificial Intelligence
Arts in Education
Assessment
Assistive Technology
Autism
Back-to-School Preparation
Behavior Management
Bilingual and Multilingual Learners
Classroom Management
Classrooms and Learning Spaces
Coaching and Mentorship
College and Career Readiness
Communication Skills
Competency-based Learning
Computer Science/Coding
Counseling
Creativity
Critical Thinking Skills
CTE: Career and Tech Ed
Culturally Responsive Teaching
Culture of Belonging
Curriculum Development
Cybersecurity
Differentiated Instruction
Digital Citizenship
Digital Learning
Dyslexia
Early Childhood Learning
Educator Self-Care and Wellness
ELL/ESL Language Learners
Empathy and Resilience
Engineering
English, Language Arts, Writing
Environment and Nature
Equity
Esports
Ethics
Executive Function/Neurodiversity
Family/Community Engagement
Financial Literacy
Future Ready Learning
Game-Based Learning
Gifted and Talented Programs
Growth Mindset and Culture
Hands-On Learning
Health and Wellness
Inclusive Education
Inquiry-Based Learning
Language Learning
Leadership/Administration
Learning Loss/Acceleration
Library/Media
Literacy
Maker Ed
Mathematics
Media Literacy
Mental Health and Wellness
Mobile Learning and Apps
MTSS
Multicultural Learning
Music
New Teacher and Staff Support
Personalized Learning
Physical Education and Wellness
Play-Based Learning
Problem-Based Learning
Professional Development
Project-Based Learning
Reading Skills
Real World Literacy
School Culture/Climate
School Gardens
School Safety
Science
Science of Learning
Science of Reading
Social Media
Social Studies and Civics
Social-Emotional Learning
Special Education
STEM/STEAM
Student Achievement and Motivation
Student Agency and Voice
Student Data Privacy
Student Engagement
Summer School
Teacher Development and Retention
Teaching Practice and Pedagogy
Trauma-Informed Practice
Travel and Virtual Experiences
Tutoring
Universal Design for Learning

edWeb.net

edWeb is the only database of 1 million+ educators tagged with their professional learning viewership and topic interests.

# edWeb provides a targeted and widespread email campaign

## Targeted Solo Email Campaign




95,000 avg circ

For targeted reach, you get a solo email campaign to our exclusive edWeb list. Your actual circ will depend on your target audience.

Includes a free banner ad!

## High Circulation edWeb eNews

450,000 circ

For the widest reach, your program is included in our edWeb eNews that goes to our entire, recently engaged audience of U. S. educators.



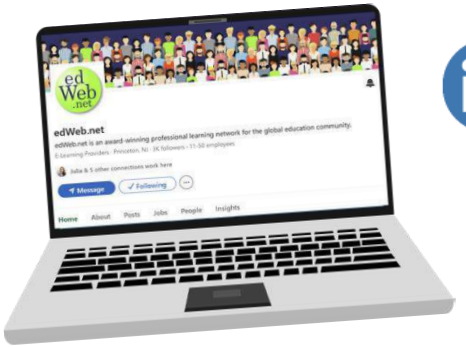

edWeb averages a 40% open rate on our emails

# edWeb promotes your program on social media




***I learn so much from others in education when I read their posts!***

*- Comment from edWeb live chat*




Follow us on LinkedIn and Facebook

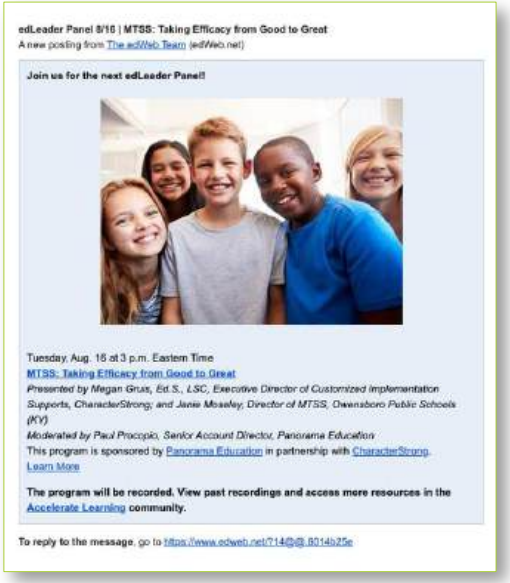
Promoted before and after your live presentation.

# Your edWebinar is hosted in an edWeb PLC on a related topic




**Promoted to PLC members with a blog post before and after the live presentation**




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# Your Program Manager is your personal edWebinar coach



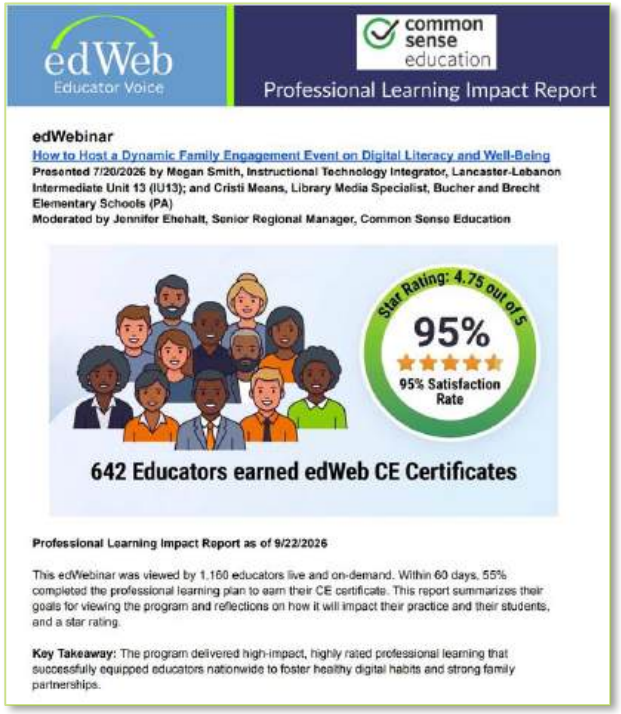

**edWebinar Platform Features**

Webcams, live chat, slides, videos, screen-sharing, and polls.
Live captioning option.
Closed-captioning on the recording.

- Schedules and books your edWebinar.
- Arranges a tech check to review all the logistics.
- Organizes your presentation materials.
- Updates you on promotions and registrations.
- Runs the event and provides live chat support.
- Sends follow up email with the recording, chat log, and post-webinar survey results.
- Reports manager sends your lead report the day after the presentation.
- edWeb video editor sends the MP4 and SRT files after a few days.
- Reports manager sends the on-demand viewer leads and NPS score – after 30 days.
- **New!** Your Program Manager will send your Professional Learning Impact Report with educator reflections on the program – after 30 days.

edWeb.net

# *NEW!* Professional Learning Impact Reports


edWeb
Educator Voice

common sense education

Professional Learning Impact Report

**edWebinar**

How to Host a Dynamic Family Engagement Event on Digital Literacy and Well-Being

**Presented 7/20/2026 by Megan Smith, Instructional Technology Integrator, Lancaster-Lebanon Intermediate Unit 13 (IU13); and Cristi Means, Library Media Specialist, Bucher and Brecht Elementary Schools (PA)**

**Moderated by Jennifer Ehehalt, Senior Regional Manager, Common Sense Education**

Star Rating: 4.75 out of 5

95%

95% Satisfaction Rate

**642 Educators earned edWeb CE Certificates**

**Professional Learning Impact Report as of 9/22/2026**

This edWebinar was viewed by 1,160 educators live and on-demand. Within 60 days, 55% completed the professional learning plan to earn their CE certificate. This report summarizes their goals for viewing the program and reflections on how it will impact their practice and their students, and a star rating.

**Key Takeaway:** The program delivered high-impact, highly rated professional learning that successfully equipped educators nationwide to foster healthy digital habits and strong family partnerships.

edWeb has launched new **Professional Learning Impact Reports** for edWebinars. The report is delivered 30 days after the live presentation and summarizes the reflections and ratings of the educators who've earned a CE Certificate for viewing the program.

The feedback from sponsors on this new report is fantastic!

- *We had amazing feedback about the data from management, and it was so helpful!*
- *I've already copied this report to upload it to AI to create email campaigns.*
- *This information will be valuable in so many ways for marketing and product development.*
- *This is exactly the kind of information that's hard to get!*
- *This is great! Seeing everything in one place is very powerful, and I can use this as an example for other potential partners.*

Authentic educator reflections and feedback on professional learning edWebinars!

# edWeb email campaigns the day after your event

## Email to Attendees

How to receive their CE certificate and a link to the recording.







65% open rate

## Email to Registrants

Registrants who didn't attend receive a link to the recording.




50% open rate

# Your leads are sent by email the day after your presentation

| edWebinar Registration & Attendee Data | edWeb Member Exclusive Data | MCH Appended School/District Data |
|---|---|---|
| Name<br>Email<br>Phone<br>Title<br>Primary Role<br>Institution<br>State<br>Zip<br>Country | Market<br>Role<br>Subjects<br>Grades | Institution & NCES Number<br>Mailing Address<br>Phone<br>Website<br>Enrollment<br>Grade Range<br>Title I<br>Wealth<br>Population |

Registrant and attendee leads are emailed the day after your presentation
On-demand viewer leads are emailed after 30 days.
You can enroll in a lead subscription to received monthly on-demand leads.

edWeb.net

# edWebinar Sponsorship Benefits



**edWebinar Rate: $4,995**

Frequency Discounts
3 in 12 months: $4,795 each
6 in 12 months: $4,495 each

**NEW!**
**Professional Learning Impact Report**
Educator reflections and star rating for your program after 30 days.

- Dedicated program manager
- 1-hour presentation
- 3 on-camera participants, $500 for additional presenter
- Tech check prior to presentation
- Unlimited registrations, up to 1,000 live attendees
- Event page for registrations
- Solo email campaign, 95,000 circ (average)
- edWeekly eNews to edWeb community, 450,000 circ
- Social media campaign to LinkedIn and Facebook
- Registrant/attendee leads and chat log
- CE certificate for attendees
- Recording posted to event page
- Next-day follow up emails to all leads
- Closed-captioning added to the recording
- MP4 file of recording and SRT transcript file provided within a week of the presentation.
- On-demand leads provided after 30 days
- **NEW!** Professional Learning Impact Report after 30 days

# Sponsors rave about their edWeb results

"edWebinars are perfect for our authors. Thank you for being great partners…edWeb truly does it best!"

**- Scholastic Education Solutions**

"edWeb is playing an unprecedented role in educator professional learning."

**- LEAP Innovations**

"Your platform lets us do what matters most: get practical research and resources directly into the hands of educators who need them."

**- Varsity Tutors**

"Hosting Lunch and Learn Weeks on edWeb has been an incredibly successful marketing strategy for our team!"

**- Voyager Sopris Learning**

edWeb continues to be our best-performing channel for clients and is always our #1 marketing recommendation.

**- Spyre Marketing**

"I was in awe during the edWebinar as I watched the numbers blow up with the number of attendees!!!"

**- Gryphon House**

*Read all of our sponsor testimonials.*

# edLeader Panels extend your reach and support for ed leaders




[View 2026 edLeader Panels]

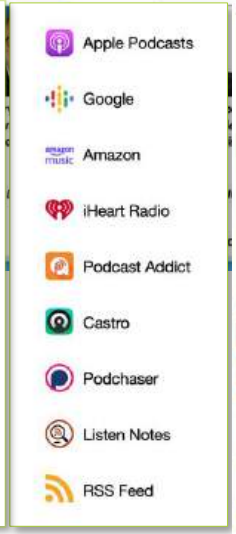
- **Cover the top leadership issues:**
  - Presented by and for ed leaders.
  - Invite your top leaders to present, a great relationship builder.
  - Live, on video, and on podcast.
- **Extend your reach to ed leaders:**
  - Extensive promotion to edWeb's highly engaged and VIP list of 140,000 school and district leaders.
- **Article in the edWeb Leader Voice:**
  - Your edLeader Panel will be featured in our e-magazine with a print summary, video, and podcast version for busy administrators.

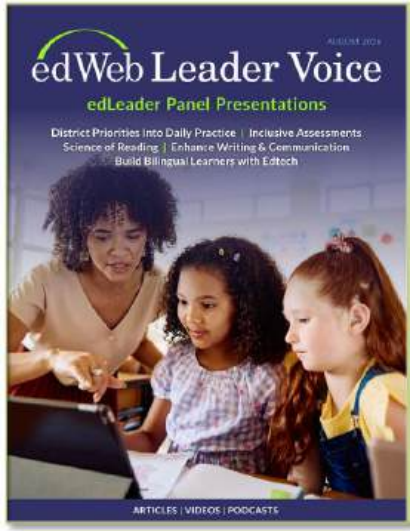
# All the benefits of an edWebinar….plus more to reach ed leaders!





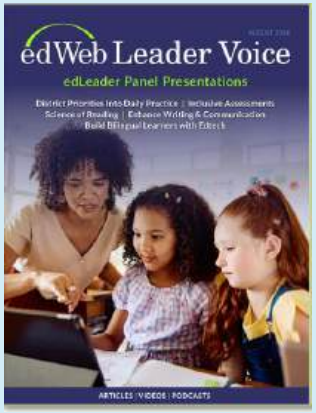


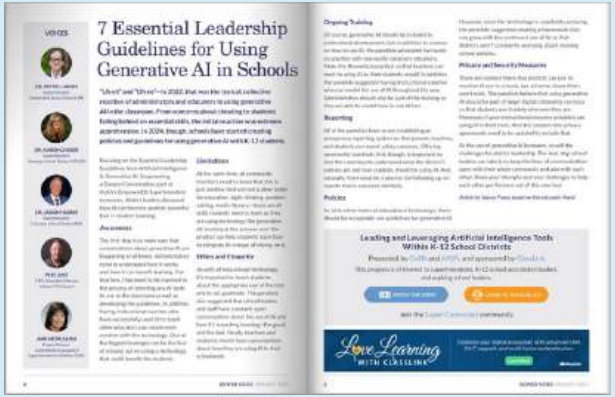



- **Admin eNews** 2 promotions to 140,000 school and district leaders.
- **Podcast** released on all edWeb channels for busy administrators.
- **Blog Article** posted on the edWeb blog and provided for your own content marketing and social media.
- **Professional Learning Impact Report** provides in-depth research insights 30 days after your presentation.
- ***edWeb Leader Voice*** includes a 2-page spread for your edLeader Panel that gets the widest circulation to the edWeb community.

# Your edLeader Panel is featured in the *edWeb Leader Voice*




The *edWeb Leader Voice* is our premiere, monthly digital magazine featuring presentations by education leaders on the most important topics in education.

You'll receive our widest circulation to school and district administrators, our education industry VIPs, professional learning presenters, and our most engaged educators in all roles.

Your edLeader Panel will receive a 2-page spread with an article on the presentation, links to the video and podcast, your banner ad, and links to your website.

*Congratulations! Savor the pride of creating a top tier publication respected and enjoyed by educators and sponsors alike!*

Jane Radenhausen, President, J Daly Associates

***edWeb Leader Voice*** | Monthly Circulation

**Website:** Blog Post and Banner Ad (100,00 views/month)

**Email Campaign:**

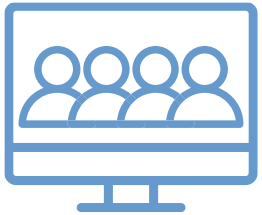
- 140,000 school and district administrators
- 10,000 education VIPs and presenters

**Banner Ads:**

- Admins eNews (140,000 circ twice/month)
- edWeekly eNews (450,000 circ weekly)
- edFocus eNews for industry leaders (35,000 circ per month)

**Social Media:** Posting on LinkedIn and Facebook (8,500 followers)

# edLeader Panel Sponsorship Benefits



**edLeader Panel Rate: $7,995**

Frequency Discount
3 or more 12 months: $6,995 each

**NEW!**
**Professional Learning Impact Report**
Educator reflections and star rating for your program after 30 days.

- **2 Admin eNews** to 140,000+ administrators
- Dedicated program manager
- 1-hour presentation
- **4 on-camera** participants, $500 for additional presenter
- Tech check prior to presentation
- Unlimited registrations; up to 1,000 live attendees
- Event page for registrations
- Solo email campaign, 95,000 circ (average)
- edWeekly eNews to edWeb community, 450,000 circ
- Social media campaign to LinkedIn and Facebook
- Registrant/attendee leads and chat log
- CE certificate for attendees
- Recording posted to event page
- Closed-captioning added to the recording
- MP4 and MP3 recordings and SRT file provided within a week of the presentation.
- On-demand **leads** provided after 30 days
- **Podcast** posted on all edWeb podcast channels
- **Article** summarizing your program
- **Professional Learning Impact Report** after 30 days
- ***edWeb Leader Voice*** featuring your article, video and podcast

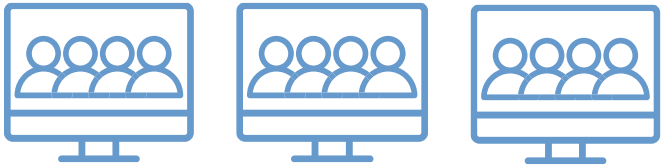
# Host a Virtual “Lunch & Learn” Week on edWeb!




**Our popular “Lunch & Learn Weeks” have exceptional attendance and engagement for a deeper dive into a topic.**

- edWeb’s concierge-level service makes this format easy and enjoyable for everyone!
- Custom event page and extensive promotion provides higher registrations and attendance.
- High-quality leads including registrants, attendees, and on-demand viewers.
- New! Professional Learning Impact Report provides in-depth research insights 30 days after your presentation.
- Feature in the *edWeb Leader Voice* e-pub with multimedia content – webinar recordings, any podcasts or articles, and sponsor content – provides long-lasting marketing content on the topic.

# Virtual Lunch & Learn Week Benefits



Host 3 – 5 Programs for the Week

**Lunch & Learn Fee**: $5,495
Fee per edWebinar: $4,795

*Eligible for frequency discount when combine with additional edWebinar bookings.*

**NEW!**
**Professional Learning Impact Report**
Educator reflections and star rating for the week after 30 days.

- **Custom landing page** for the Lunch and Learn Week
- **2 solo email campaigns** 95,000 circ (average/campaign)
- **1 edLeader eNews banner ad** to 140,000+ administrators
- **2 Weekly eNews banner ads** to top educators, 450,000 circ
- **Podcasts** posted on all edWeb channels
- **Banner ad with your recordings** for 30 days
- **Feature in the edLeader e-pub, *edWeb Voice,*** 1 million impressions

- Dedicated program manager
- 1-hour presentations, host 3-5 programs from 12-1 pm or 1-2 pm ET
- 3 on-camera participants. $500, extra presenter.
- Tech check prior to each presentation
- Unlimited registrations; up to 1,000 live attendees per program
- Social media campaign
- Registrant/attendee leads and chat logs
- CE certificates for attendees
- Recordings posted to event pages
- Next-day follow up emails to all leads
- Closed-captioning added to recordings
- Recordings provided in MP4 format
- On-demand leads provided after 30 days
- **New!** Professional Learning Impact Report after 30 days

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# edWeb can help you reach priority states or regions




Your edWebinar can expand your reach to educators in your target state(s) or regions.

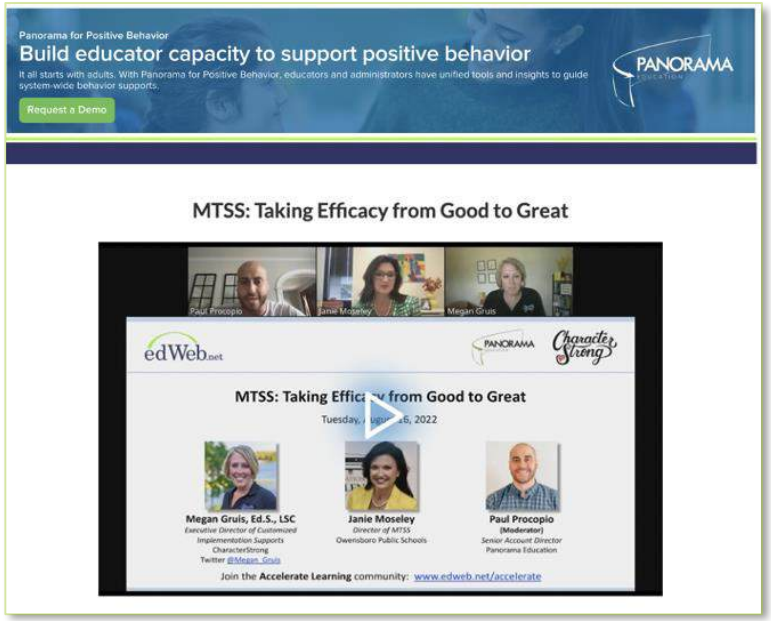
Are you working on a state adoption?

**California** — ELA/ELD
**Texas** — Math • ELA • Fine Arts • CTE
**Florida** — Math • Computer Science • Social Studies
**North Carolina** — Math | **New Mexico** — Math
**Tennessee** — Social Studies • CTE • World Languages

If you're interested in an ed state or regionally-focused campaign, let's discuss your priorities.

edWeb.net

# A lead subscription provides monthly on-demand leads




Your edWebinar gets great added viewership in our edWebinar Archives

- Each month, you'll receive a file of all the new on-demand leads for all of your edWeb programs.
- Includes banner advertising on your recording.
- $500 per month, min 3-month sign up.

edWeb recordings get over 200,000 views month.
Schools, districts, and states use edWeb for PD programs.

edWeb.net

# edWeb banner ads increase your visibility and traffic!




**Exclusive Opportunity**

Run a banner ad for a month on edWeb's highest traffic webpages.

**Only 2 webpages on edWeb offer advertising opportunities:**

- Recordings Page Banner Ad
- Member Transcript Banner Ad
- $5,000 per page per month
- $8,000 for both pages per month

Recordings Page Banner Ad | 200,000 views and 500 clicks per month.
Member Transcript Banner Ad | 120,000 views and 600 clicks per month.

edWeb.net

# Sponsor your own community on edWeb




**Sponsor an exclusive online community on edWeb for hosting your edWebinars and as a hub for your professional learning and support for educators.**

- edWeb is a great platform for professional collaboration with many tools and customization features.
- Host edWebinars and edLeader Panels.
- Provide information on your solutions, custom professional learning, and support.
- Get monthly reports of your community members and your ongoing on-demand recording leads.
- $600 per month, min 4-6 webinars in 12 months

edWeb.net

edWeb.net

## A Professional Learning Community

& powerful media channel to reach educators

Reach out to learn more at partners@edWeb.net

