



## - The Sloan Consortium Vendor Corner - Providing Solutions to Online Education Practitioners

*Reach our select audience of 15,000 academics  
while helping to support the leading non-profit researchers in eLearning*

When you partner with the Sloan Consortium, you're helping the leader in quality, unbiased and independent research to continue to build its membership and meet the rapidly growing needs of higher education. We consider our vendor partners essential members of the Sloan-C community.

For our part, we offer promotional services that put your company in front of a highly targeted audience, and help you identify potential customer needs.

We offer:

- The ability to reach a larger number of targeted potential customers
- Ways to improve your products through customer feedback and expert commentary
- The association of your organization with and internationally recognized leader in the field of online education, the Sloan Consortium and our parent organization, the Sloan Foundation

For a look at the Sloan-C Vendor Corner, please log onto our website at [www.sloan-c.org](http://www.sloan-c.org) and select **Vendor Corner** from the menu.

If you are interested in participating in the Sloan Consortium Vendor Corner program, or exploring other mutually beneficial opportunities, please contact Keith Bourne at [Keith.Bourne@sloan-c.org](mailto:Keith.Bourne@sloan-c.org) / (781) 292-2533 or Joanna Tong at [Joanna.Tong@sloan-c.org](mailto:Joanna.Tong@sloan-c.org) / (781) 292-2537.

## Vendor Corner Pricing

### Category

**Vendor Corner Partner:** \$3,500

**Showcase Subscriber:** \$750

**Subscriber:** \$500

## Pricing/Benefits - 2006

	Subscriber	Showcase Subscriber	Vendor Partner
<b>Price</b>	\$500	\$750	\$3,500
<b>Product/Service Description</b>	2, 100-word	4, 200-word	6, 300-word
<b>Company Description</b>	100-word	200-word	300-word
<b>Product/Service Categories*</b>	1	3	6
<b>Company Contact Information</b>	*	*	*
<b>Logo Display</b>	*	*	*
<b>Graphics</b>	*	*	*
<b>Links to Effective Practices Reports</b>	*	*	*
<b>Post Your Company's Effective Practices Reports</b>		*	*
<b>Post your company's Press Releases</b>			*
<b>Company Logo – Front Vendor Corner Page</b>			*
<b>Course/Certificate listing – Sloan-C Catalog</b>			*

(Vendors may make a special request to be listed in additional product/service categories, but it will need to be reviewed further to ensure they fit the appropriate category.)

## Statistics

1,000+ organizational members from the following categories:

- Higher Education:
- Corporate Training:
- Vendors:

Distribution List:

- 23,253 and growing (98% Higher Education)
- Includes current member institutions
- Also includes individual accounts at organizations that are not yet members
- 55% Administration, 18% faculty & Staff, 1% Corporate
- Decision makers and influencers for purchasing decisions in their online learning programs

Sloan-C Web Site Activity									
Section	2004			2005			'04-'05 Percent Change		
	Pages	Visits	Unique Hosts	Pages	Visits	Unique Hosts	Pages	Visits	Unique Hosts
<b>Entire Sloan-C web site</b>	1,568,108	604,150	314,167	1,701,499	607,738	332,377	8.5%	0.6%	5.8%
<b>JALN</b>	490,527	131,748	89,771	505,510	165,409	116,490	3.1%	25.5%	29.8%
<b>Sloan-C View</b>	96,107	25,531	18,608	94,993	31,871	23,126	-1.2%	24.8%	24.3%
<b>Catalog</b>	101,630	21,141	16,494	113,057	25,888	20,206	11.2%	22.5%	22.5%
<b>Effective Practice</b>	92,819	31,912	25,222	96,548	39,829	31,682	4.0%	24.8%	25.6%
<b>Sloan Awards</b>	8,058	1,717	1,137	4,682	982	599	-41.9%	-42.8%	-47.3%
<b>PDF, PPT, DOC, etc.</b>	494,836	93,108	71,835	492,504	113,392	89,375	-0.5%	21.8%	24.4%
<b>Sloan PDF files</b>	463,631	74,737	57,673	459,261	91,999	72,679	-0.9%	23.1%	26.0%
<b>Vendor Corner</b>	11,828	3,036	2,158	25,278	6,793	4,837	113.7%	123.7%	124.1%

## ADDITIONAL CATEGORY DETAILS

### **Vendor Partner \$3,500**

- The only companies with their company logo and link on the introductory Vendor Corner page
- Company contact information, which includes:
  - Contact name
  - URL
  - linked email
  - phone
  - fax
- Select up to six product/service categories
- Ability to post your own effective practice reports
- Company Page (includes company logo, up to six, 300-word product or service descriptions, graphics, 300-word company description.
- Four press releases posted on our website
- Link to product display
- Option to display course/certification listings in Sloan-C Vendor Catalog

### **Showcase Subscriber \$750**

- Company contact information which includes:
  - Contact name
  - URL
  - linked email
  - phone
  - fax
- Select up to three product/service categories
- Ability to post your own effective practice reports
- Company Page (includes company logo, 200-word company description, up to four, 200-word product or service descriptions, graphics.
- Two press releases posted on our website

### **Subscriber \$500**

- Company contact information which includes:
  - Contact name
  - URL
  - linked email
  - phone

- fax
- Select 1 product/service category
- Company Page (includes company logo, 100-word company description, up to two, 100-word product or service descriptions, graphics).

*Sloan-C will make the final determination for company category assignments.*

*If multiple Vendor Partners are listed in one product category, they will appear in the order of the date that sponsorship began.*

Thanks for taking the time to review this information. If you are interested in participating in the Sloan Consortium Vendor Corner program, or exploring other mutually beneficial opportunities, please contact Keith Bourne at [Keith.Bourne@sloan-c.org](mailto:Keith.Bourne@sloan-c.org) / (781) 292-2533 or Joanna Tong at [Joanna.Tong@sloan-c.org](mailto:Joanna.Tong@sloan-c.org) / (781) 292-2537.

**SLOAN-C VENDOR CORNER**  
**SPONSORSHIP INSERTION ORDER**

Date(s) of insertion: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Institution or Company \_\_\_\_\_

Street address or P.O. Box # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

***Payment must accompany order.***

Please fax this form to: Sloan Consortium, Attn: Joanna Tong, (781) 292-2537  
Alternatively, call/email: Joanna Tong (781) 292-2537, [Joanna.Tong@sloan-c.org](mailto:Joanna.Tong@sloan-c.org)

To Process your order, please check the following that apply:

<input type="checkbox"/> New Listing
<input type="checkbox"/> <b>RENEWAL AT SAME LEVEL</b>
<input type="checkbox"/> <b>UPGRADE TO THIS NEW LEVEL</b>

<input type="checkbox"/> Subscriber	\$500 Flat Fee
<input type="checkbox"/> Showcase Subscriber	\$750 Flat Fee
<input type="checkbox"/> Vendor Corner Partner	\$3,500 Flat Fee

***Terms and Conditions***

1. Listings will be posted until July 31, 2007 from date of receipt of the given calendar year.

2. All copy is subject to Sloan Consortium Approval. "Sloan-C" or "Sloan Consortium" cannot be used in any way to endorse your company's products or services. Vendor Partner designations can be listed if the appropriate authorization has been given.

3. The company named in the listing assumes responsibility for substantiating and accuracy of all information within the listing.

4. Conditions and rates are subject to change.

5. Listings may be upgraded any time during the paid term; downgrades to listings are not permitted.

**I, the authorized representative of the above organization, agree to the terms and conditions above.**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**All pricing, dates, and associated services in this document are tentative and are subject to change at any time at the sole discretion of the Sloan Consortium.**

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