MoodleNews.com is the leading online destination – second only to Moodle.org – for news, information and resources related to the Learning Management Software called Moodle. MoodleNews.com is an authority site recognized for its depth, breadth and organization of all things Moodle, including:

- **Screencasts**: This section provides practical, immediately useful “how-to” videos about using and administering Moodle.
- **Technology**: This section follows the continued development and growth of Moodle through core updates, plugins, themes and beyond.
- **Practice**: This section focuses on how the LMS is used most effectively in practice – for Instructors, Students, Administrators and Moodlepreneurs™.
- **Community**: This section tracks and reports on community events, job openings, service providers, and the market for online learning – including other LMS and the greater EdTech marketplace.
- **Governance**: This section provides understanding around the ongoing governance and structures that drive Moodle and EdTech.

**History**

MoodleNews.com was founded by Joseph Thibault in 2009. A dedicated Moodler himself, Joe started MoodleNews.com as a passion project to help organize the vast amount of information about the Moodle LMS platform. Today, MoodleNews.com has grown into a very well known, trusted and respected part of the Moodle community.

**Profile**

MoodleNews.com is the go-to, independent authority site for all things Moodle. The site serves more than 40,000 monthly pageviews with an average session duration of more than 3 minutes. The site is sticky with a bounce rate of less than 19% and the site retains a large loyal following:

- 21% of website visitors are identified as returning
- [@moodlenews on Twitter](https://twitter.com/moodlenews) is followed by almost 13,000 people
- The [MoodleNews Facebook page](https://www.facebook.com/moodlenews/) is liked by more than 4,900 people
- The MoodleNewsLette [r](https://www.moodle.org) has more than 7,600 subscribers

The site is characterized by its comprehensive coverage about all things Moodle. Our long history and in-depth knowledge results in a huge set of relevant keywords that extend across an extremely long tail and positions the site at the top of organic search listings for almost all topics related to the LMS.

MoodleNews.com has a truly global reach and our visitors are an excellent blend of users from all walks. Approximately 70% of our visitors are men between the age of 25 and 54 years old.
Advertising Options
MoodleNews.com has a number of options for you to realize value from our diverse and engaged community.

Website – Homepage Above the Fold

Header Banner: This ad runs across the entire site on every page and every post. There are three available slots, which rotate on each pageview.

Homepage Inline #1: This ad is above the fold and directly follows The Latest News section. There are three available slots, which rotate on each pageview.

Sidebar #1 & 2: These two positions are currently offered as a single, large skyscraper banner. There are three available slots, which rotate on each pageview.

Sidebar #3: This position is above the fold on the homepage. There are three available slots, which rotate on each pageview.

Contact us at advertising@moodlenews.com
Homepage Inline #2: This ad follows The Latest News section. There is one available slot.

Homepage Inline #3: This ad follows Practice and Governances sections. There is one available slot.

Sidebar #4 & 5: These two positions are currently offered as a single, large skyscraper banner. There is one slot.

Sidebar #6: There is one slot.
Sidebar #7 – 12: These positions have one slot each.

Footer Banner: This position has one slot and runs across the entire site on every page and every post.
Website – Post Page Above The Fold

**Header Banner:** This ad runs across the entire site on every page and every post. There are three available slots, which rotate on each pageview. *(NOTE: This is the same header banner as above)*

**Sidebar #1 & 2:** These two positions are above the fold and seen by every visitor to the post. Each has 3 slots available which rotate on each pageview.

**Sidebar #3:** This position is above the fold and seen by every visitor to the post. It has 3 slots available which rotate on each pageview.

**Post In Line:** This placement appears on every post in-line with the post text after the 1st paragraph. There are 3 slots available which rotate on each pageview.

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Sidebar: The post pages have 8 additional sidebar positions that are visible while visitors are reading the post’s text. Each offers only one slot.
MoodleNews Sponsored Section

The MoodleNews.com sponsored section option offers incredibly high value for any Moodle-based product or service provider through an unprecedented brand recognition opportunity on the industry’s most visited site outside of Moodle.org.

The Sponsored Section is a **three-part offer** that includes a 1) menu placement, 2) category description placement and 3) category post by-line link placement.

**Menu Placement**

Your company name will appear as the top link on the menu of the section you choose to sponsor. In the example below, the sponsorship is for the Technology section:
Category Description Placement
When the category, or menu, title is clicked (in this case “Technology”), your company name and key phrase will appear in the section description as a link above a chronological listing of all articles in that category, as below:
Category Post By-Line Link
Truly the highest value component, your company will appear in every post of the category you sponsor, via a “sponsored by” line and link at the end of every post in the section, as below:
Availability
MoodleNews offers five (5) sponsored section possibilities:

- **Screencasts**: This section provides practical, immediately useful “how-to” videos about using and administering Moodle.
- **Technology**: This section follows the continued development and growth of Moodle through core updates, plugins, themes and beyond.
- **Practice**: This section focuses on how the LMS is used most effectively in practice – for Instructors, Students, Administrators and Moodlepreneurs™.
- **Community**: This section tracks and reports on community events, job openings, service providers, and the market for online learning – including other LMS and the greater EdTech marketplace.
- **Governance**: This section provides understanding around the ongoing governance and structures that drive Moodle and EdTech.

Each sponsored section has one slot available.
Other Advertising Opportunities

MoodleNews.com has other opportunities for reaching a huge audience of Moodlers:

Newsletter

Our weekly email newsletter is sent to more than 7600 loyal MoodleNews followers every Thursday.

The newsletter has several placement options:

**Header:** Placed directly after the MoodleNews Logo, this is the first thing all readers see when they open up the message.

**Inline:** Placed between articles, we rotate these ads every week – bringing the bottom to the top.

**Sidebar:** We rotate the advertisements in the sidebar every week – bringing the bottom ad to the top.

**Footer:** This is the perfect way to have your message be the one that “sticks” in the reader’s mind for the week.

**Examples**

You can view examples of our more than 100 newsletters at this link: http://ymlp.com/archive_gbuyuhjgjgu.php

Hosted Webinar

We have an incredibly effective webinar promotion campaign that include dedicated email, social and website advertising for up to 3 webinars per month.

Contact Us Today

Ready to get started with MoodleNews.com? Contact us today at advertising@moodlenews.com