LMSPulse.com is a leading online destination for news, information and resources about the top Learning Management Systems (LMS) like Canvas, Moodle, Blackboard OpenLMS, and edX. LMSPulse.com is an authority site recognized for its depth, breadth and organization of all things LMS, including:

- **The Tech**: we track the continued development and growth of LMS technology by reporting on core updates, plugins, add-ons, extensions, themes and more.
- **How To**: we create or report on exceedingly practical answers and how-tos for using learning management systems.
- **Outcomes**: we follow how LMS are effectively used by instructors, organizations and businesses to create the best outcomes for learners.
- **Marketplace**: we engage in the greater conversation around the future of learning to keep our users updated on events and other exciting EdTech developments.

**History**
LMSPulse.com was founded as LMSPulse.com in 2009. Recognizing the massive growth and other shifts in the marketplace around LMS, LMSPulse.com became LMSPulse.com in 2019 to allow the platform to grow beyond Moodle and serve the wider LMS community.

**Profile**
LMSPulse.com is the go-to, independent authority site for all things LMS. The site serves more than 40,000 monthly pageviews with an average session duration of more than 3 minutes. The site is sticky and retains a large loyal following:

- 21% of website visitors are identified as returning
- @lmspulse on Twitter is followed by more than 13,000 people
- The LMSPulse Facebook page is liked by more than 5,000 people
- The LMS Pulse Newsletter has more than 9,400 subscribers

The site is characterized by its comprehensive coverage about all things LMS. 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.

LMSPulse.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
LMSPulse.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.
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.
Website – Post Page Middle

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.
LMSPulse Sponsored Section

The LMSPulse.com sponsored section option offers incredibly high value for any LMS-based product or service provider through an unprecedented brand recognition opportunity on one of the industry’s most visited sites.

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
LMS Pulse offers four (4) sponsored section possibilities:

- **The Tech**: we track the continued development and growth of LMS technology by reporting on core updates, plugins, add-ons, extensions, themes and more.
- **How To**: we create or report on exceedingly practical answers and how-tos for using learning management systems.
- **Outcomes**: we follow how LMS are effectively used by instructors, organizations and businesses to create the best outcomes for learners.
- **Marketplace**: we engage in the greater conversation around the future of learning to keep our users updated on events and other exciting EdTech developments.

Each sponsored section has one slot available.
Other Advertising Opportunities
LMSPulse.com has other opportunities for reaching a huge audience of LMS Professionals:

**Newsletter**
Our weekly email newsletter is sent to more than 9,300 loyal LMS Pulse followers every Thursday.

The newsletter has several placement options:

- **Header**: Placed directly after the LMS Pulse 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 an example of our newsletters at this link: https://mailchi.mp/lmspulse/5

**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 LMSPulse.com? Contact us today at advertising@LMSPulse.com