

INSIDE HIGHER ED

HIGHER EDUCATION'S NEW DAILY VOICE



INSIDEHIGHERED.COM

Need to reach decision-makers in higher education? You'll find them at Inside Higher Ed, the online source for news, investigative reporting, opinion and jobs for all of higher education. Founded in 2004 by three former executives from The Chronicle of Higher Education, Inside Higher Ed deeply believes in the many missions of colleges and universities: shaping minds, training workers, and engaging in discovery.

Each month, more than 600,000 passionate, engaged higher education administrators and faculty visit Inside Higher Ed to read breaking news and lively commentary, averaging over 1.8 million page views. They find the site highly useful to their professional lives — so much so that they forward more than 40,000 articles a month to their colleagues.

Inside Higher Ed delivers a varied and unique audience from a wide range of institutions. They include senior level administrators, business officers, academic officers and faculty members. These readers influence the purchasing decisions at their institutions for technology, telecommunications, security, financial services, professional development, curriculum assessment, and much more.

DAILY SUBSCRIBER E-MAIL ADVERTISING

Delivered Monday through Friday to more than 70,000 opt-in subscribers each day.

BANNER ADS: Three 180x150 pixel ads available, no flash or animations. Maximum file size is 40k.

COST: \$3,500 for 5 days

TEXT ADS: Two text ad spots available — consists of 25 words of text, including a linking URL.

COST: \$3,000 for 5 days (top slot)
\$2,500 for 5 days (second slot)

BANNER ADVERTISING

AD SPECS: 160x600 and 300x250 pixels

DETAILS: Impression and click-through reporting provided on all campaigns. Most third party ad serving accepted. Creative is due five business days prior to start of campaign. Flash ads are accepted, although animations or loops must not run longer than 25 seconds and a total of three rotations. Flash files should be version 7 or earlier. We accept Gif, animated Gif, jpeg, tiff and swf files. Maximum file size is 40k. Please contact us prior to submitting creative for complete advertising specifications.

COST: Publishers and non-profit associations: \$35 cost per thousand impressions (CPM)
Commercial clients: \$45 CPM.



CONTACT