

# 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. 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 2 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.

## WEB SITE ADVERTISING

**BANNER ADS:** 160x600 and 300x250 pixels

**DETAILS:** Impression and click-through reporting provided on all campaigns. Creative is due five business days prior to start of campaign. 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 nonprofit associations: \$35 cost per thousand impressions (CPM); commercial clients: \$45 CPM.

## DAILY NEWS UPDATE E-MAIL ADVERTISING

Delivered Monday through Friday to more than 75,000 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)

## CONTACT

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