

HIRE THE BEST FOR LESS WITH INSIDE HIGHER ED 2014 Recruitment Advertising Rates



Inside Higher Ed is the free daily news website for people who work in higher education.

Our readers are not just job hunters: they're the diverse, forward-thinking professionals you most want to hire.

*In fact, nearly 90% of recruiters are happy with the results of advertising jobs with Inside Higher Ed.**

Inside Higher Ed BY THE NUMBERS

More than 1,200,000 unique monthly readers

3 million page views per month

100,000+ Daily News Update opt-in e-mail subscribers

34% of our readers are faculty, **38%** are academic or institutional administrators
and **12%** are senior executives



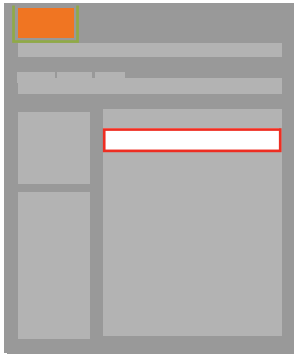
Contact: **LAURA MCFARLAND** | Vice President for Sales | Inside Higher Ed
202-448-6131 (p) | 202-448-6132 (f) | laura.mcfarland@insidehighered.com

JOB Postings

Postings have no word limits and are found in our searchable jobs database as well as displayed as “related jobs” alongside appropriate editorial content.

60-day posting – \$250 Additional 30 days – \$195

And remember – posting a job on Inside Higher Ed now fulfills Department of Labor requirements under 20 CFR 656.18, Optional Special Recruitment and Documentation Procedures for College and University Teachers.

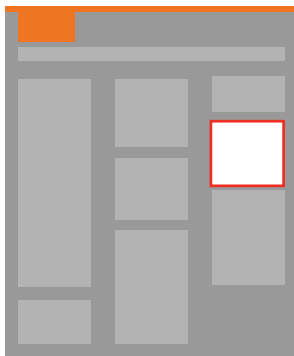


Job Results Page

Premium Postings – \$150 (must be purchased with a job posting).

Increase the impact of your ad with a Premium Posting. Your job will be highlighted at the top of search results for 30 days and a link to your posting will be included in one day's edition of our Daily News Update e-mail newsletter (100,000+ subscribers).

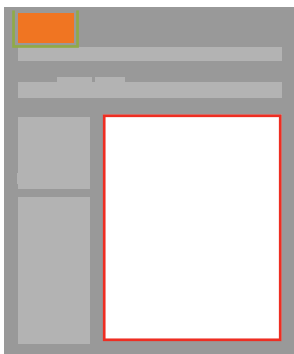
New! You now have the option to include your logo in your Premium Posting.



Home Page

Spotlight Ads – \$995 (must be purchased with a job posting).

High profile search? Choose our highest visibility option: a banner ad prominently displayed on the Inside Higher Ed home page and Careers pages (minimum 40,000 impressions combined) plus a fully designed web page exclusively for your search to provide maximum impact. All design work is done by our staff and approved by you. Includes Premium Posting benefits (listed above).



Featured Employer Page

Featured Employer Profiles – \$1,000 per year (included in the cost of an unlimited posting package).

Put key information and multiple links to your own website – organized for the specific needs of job candidates – on a single page that's linked to all your job postings and included in our Featured Employer directory.

EXTRA – Add a Diversity Profile to your Featured Employer page.

Your Diversity Profile is linked to every job you post on Inside Higher Ed.

An eye-catching logo alerts job seekers that your institution has provided in-depth information for diversity candidates.

POSTING Packages

10 posting credits – \$1,995

5 posting credits – \$1,050

Credits may be used to post for 60 days (1 credit), 90 days (2 credits) or 120 days (3 credits). You may also use credits to upgrade to a Premium Posting (1 additional credit) or Spotlight Ad (4 additional credits).

Unlimited Posting Package

Prices range from \$1,995 to \$9,200 depending on enrollment. Package includes:

- Unlimited job postings with no word or time limits (to the end of your contract period)
- Your institution's logo featured in every posting
- A Featured Employer page to act as your employment branding site; includes your Diversity Profile
- Ten free Premium Posting upgrades
- Free access to our growing credentials bank

Automate your job postings: for an additional fee of \$500, Inside Higher Ed will “scrape” your jobs directly from your website to ours. Contact your account manager for details.

Savvy Recruiter Package

Combine unlimited job postings with banner advertising on the Inside Higher Ed website, advertising in our Daily News Update e-mail, a Featured Employer page, Spotlight Ads and/or Premium Postings to fit your specific needs. Contact your account manager for details.

Community colleges receive a 30% discount on all Inside Higher Ed recruitment packages priced at \$2,940 and above.

Inside Higher Ed BY THE NUMBERS

*Readers span every state, and nearly **12%** of our readers are outside the U.S.*

***16%** of our Daily News Update subscribers are minorities – as are more than **30%** of the candidates in our credentials bank and **more than half** are women*

***Less than half** of Inside Higher Ed readers use other recruiting sites – ads on Inside Higher Ed reach a unique readership*

**All numbers from Inside Higher Ed's 2012 Reader Survey or Google Analytics*

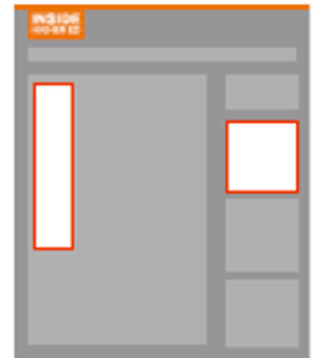
BANNER AND E-MAIL Advertising

Standard Run-of-Site Banner Advertising – Advertise your special hiring initiative, diversity message, or employment brand to the 1.2 million highly-engaged professionals who visit Inside Higher Ed each month with an eye-catching banner ad. Ads are 300x250 and 160x600 pixels and rotate throughout the site over the course of your campaign for maximum visibility.

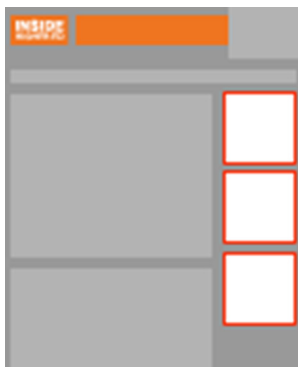
Rate: \$45 CPM (cost per thousand impressions)



Home Page



Story Level Page



Daily News Update

Daily News Update E-mail Advertising – Higher education’s best-read daily news summary, Inside Higher Ed’s Daily News Update is delivered to more than 100,000 registered opt-in subscribers each weekday. Ads are purchased for the week and delivered each day for five days. Three 300x250 banner ads available, static ads only.

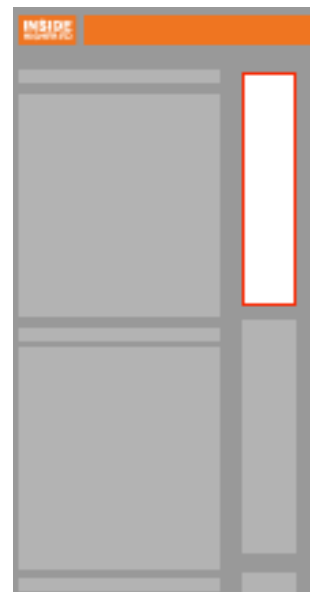
Rate: \$6,600 per week (Monday-Friday); \$7,200 for guaranteed positioning

Insider Update – An inside peek at the inner workings of Inside Higher Ed, full of newsy tidbits, links to hot stories, and fun features, the Insider Update has been a hit with Inside Higher Ed’s readers. Delivered to more than 100,000+ subscribers monthly. Exclusive sponsorship with one 160x600 banner ad placement. Static ads only.

Rate: \$3,500 per insertion

Diversity Insider – Diversity is a crucial topic in higher education and the Diversity Insider is a compelling read for our controlled circulation of 18,000 human resource and diversity professionals, as well as presidents and provosts, at higher education institutions nationwide. A single 160x600 skyscraper ad gives one advertiser 100% share of voice each month. Static ads only.

Rate: \$1,500 per insertion



Monthly Newsletters

Impressions and click-through reporting provided by DoubleClick for all banner ad campaigns. Complete online advertising mechanical specifications are available at www.insidehighered.com/advertise. Please refer to these specification before creating materials. All banner and e-mail advertising rates are quoted net.