



Inside Higher Ed Institutional Branding Client Buying Patterns

Texas Tech University – spring 2011, fall 2011, spring 2012, fall 2012, spring 2013
Texas Tech has enjoyed the exposure, letting us know that they regularly receive great feedback on their ads focusing on research achievements.

University of Scranton – spring of 2008, 2009, 2010, 2011, and 2012
University of Scranton is our longest-running marketing client.

Pepperdine University – fall 2011, spring 2012, fall 2012, spring 2013, fall 2013
On a recent trip to campus, Pepperdine shared that they love the exposure they receive from their Inside Higher Ed advertising.

Boston University – spring 2012, fall 2012, spring 2013
Boston University places significant monthly campaigns using run-of-site banner advertising as well as our popular Daily News Update opt-in subscriber e-mail. BU and their agency love the results, and are repeat buyers.

University of California, Riverside – 2010, 2011, 2012, 2013
UC Riverside buys six month flights each year. They love the exposure and come back semester after semester to place research-focused ad campaigns.

Texas A&M University – spring 2011, spring 2012, fall 2012, spring 2012
Two generations of marketing directors have invested significantly with Inside Higher Ed have provided us with great feedback on their research-focused campaign results.

Chapman University – spring 2012, fall 2012, spring 2013
Chapman runs general brand-awareness campaigns for the institution as a whole. Their agency has provided great feedback regarding their results.

Indiana Wesleyan University – fall 2009, fall 2010, fall 2011, spring 2012, fall 2012, spring 2013
This campaign authorization comes straight from the top, and the administration loves the site and the positive exposure their campaigns bring to the school.

Baylor University – spring 2013, fall 2013 (proposal pending)
Baylor is excited about the exposure generated by their campaign, as well as the conversations it sparked. After a great campaign this spring, they've written Inside Higher Ed into their fall budget.

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