

# DISPLAY ADVERTISING Rate Card 2014



Reach the most engaged minds in higher education – the faculty and administrators who read Inside Higher Ed every day

## Inside Higher Ed BY THE NUMBERS

**More than 1,200,000 unique monthly readers**

**3 million page views per month**

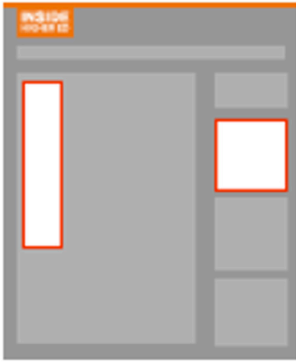
**100,000+ Opt-in subscribers to our Daily News Update – and 20,000+ for our Weekly News Update**

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



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# WEBSITE Advertising



Story Level Page

**Standard Run-of-Site Advertising** – Reach the 1.2 million highly-engaged professionals who visit Inside Higher Ed each month as they're reading the site 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.

**Standard Rate:** \$50 CPM

**Nonprofit Rate:** \$45 CPM



Story Level Page

**Premium Run-of-Site Advertising** – A premium run-of-site campaign includes all three elements - the 300x250, 160x600 and 728x90 ad sizes, rotating randomly to maximize your message's presence on the site. The 728x90 ad appears on the story-level pages (not the home page) while the other two sizes rotate throughout all of the editorial pages the site.

**Standard Rate:** \$55 CPM

**Nonprofit Rate:** \$50 CPM

**Roadblock Run-of-Site Advertising** – A premium run-of-site campaign that includes all three elements - the 300x250, 160x600 and 728x90 ad sizes, all appearing at same time, taking over the site and allowing your message to dominate the messaging for a set time period.

**Standard Rate:** \$60 CPM

**Nonprofit Rate:** \$55 CPM

**Geo-targeting** – For a small additional charge you can tell us which geographic areas you'd like to target for your run-of-site campaign.

## Inside Higher Ed BY THE NUMBERS

*Half of Inside Higher Ed Daily News Update subscribers visit the site every day – 90% visit at least once a week*

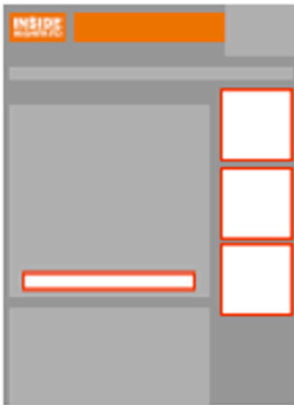
*Readers span every state, and nearly 12% of our readers are outside the U.S.*

*More than half our readers never read The Chronicle of Higher Education (barely 20% read it even occasionally)*

*Fewer than 20% of Inside Higher Ed readers read The New York Times more than occasionally (and more than half never do)*

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

# E-MAIL Advertising



Daily News Update

**DAILY NEWS UPDATE** – Higher education’s best-read daily news summary. Delivered to more than 100,000+ registered opt-in subscribers each weekday. Ads are purchased for the week and delivered each day for five consecutive days. Three 300x250 ads available, static ads only.

**Standard Rate:** \$7,200 per week

**Nonprofit Rate:** \$6,600 per week  
(positioning not guaranteed)

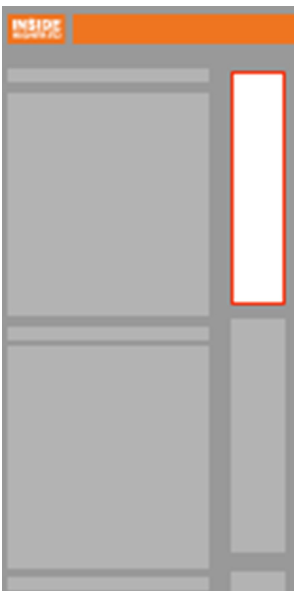


Weekly News Update

**WEEKLY NEWS UPDATE** – Offering a summary of the week’s best-read articles, now delivered to more than 20,000+ registered opt-in subscribers each Friday morning. Two 300x250 pixel ads available. Static ads only.

**Standard Rate:** \$1,500 per insertion

**Nonprofit Rate:** \$975 per insertion



Monthly Newsletter

**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 100,000+ subscribers monthly. Exclusive sponsorship with one 160x600 banner ad placement. Static ads only.

**Standard Rate:** \$4,000 per insertion

**Nonprofit Rate:** \$3,500 per insertion

**DIVERSITY INSIDER** – Offers a quick rundown on the key stories published by Inside Higher Ed each month that touch on topics of interest to those involved in institutional diversity. Delivered monthly to 20,000+ targeted titles in diversity, equity, HR and academic personnel. Exclusive sponsorship with one 160x600 banner ad placement. Static ads only.

**Standard Rate:** \$2,000 per insertion

**Nonprofit Rate:** \$1,500 per insertion

*\*Please visit [insidehighered.com/advertising](http://insidehighered.com/advertising) to download our complete Online Advertising Mechanical Specifications prior to submitting creative. Impressions and click-through reporting provided by DoubleClick for all banner ad campaigns. All rates are quoted net.*