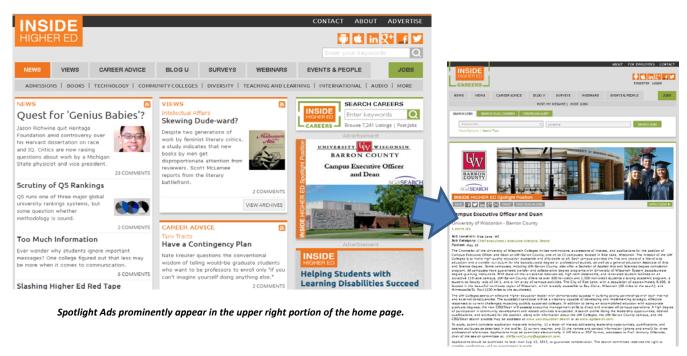


## SPOTLIGHT AD ADVERTISING

Inside Higher Ed is the free daily news website for people who work in higher education, now reaching more than 1.2 million unique monthly visitors. Our readers are not just job hunters, they're the diverse, forward thinking professionals you most want to hire.

A Spotlight Ad on Inside Higher Ed is the best way to advertise a high-profile search and attract passive and active candidates. For just \$1,245 (\$995 for unlimited contract clients) you'll receive an eye-catching banner ad on the Inside Higher Ed home page plus a fully designed web page exclusively for your search. Spotlight Ads run for 60 days and include:

- A banner ad prominently displayed on the Inside Higher Ed home page (minimum 20,000 impressions guaranteed, runs for about four weeks (all production work is done by our staff and approved by you). Also run on our careers pages (minimum 20,000 impressions)
- An attractively designed web page exclusively for your search (all work done by our staff using artwork from your site)
- A Featured Job link in one day's edition of our popular Daily News Update e-mail (currently reaching 100,000+ subscribers)
- An appearance in the Featured Jobs section on the home page



Landing page features images of your institution.

For more information contact Kacey Cox, Advertising Associate +1-202-448-6147 or kacey.cox@insidehighered.com