

NONPROFIT DISPLAY ADVERTISING WITH INSIDE HIGHER ED

2015 Advertising Rates

Market your institution to the 1.3 million engaged professionals (both on- and off-campus) gathering at **Inside Higher Ed** every month.



Inside Higher Ed

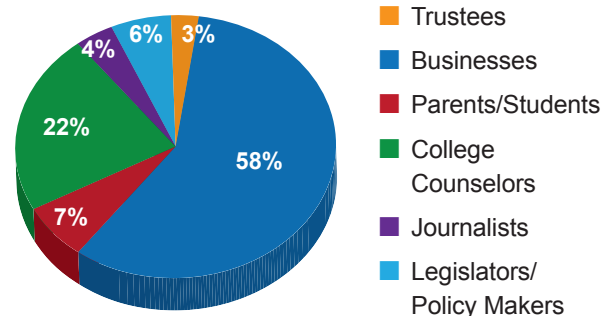
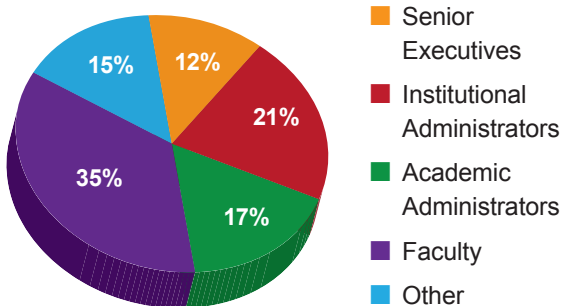
HAS A ROBUST READERSHIP

more than 1,300,000
5 million
105,000+
half and 90%
more than half
barely 20%

unique monthly readers
page views per month
Daily News Update opt-in email subscribers
of Inside Higher Ed Daily News Update subscribers visit the site every day – visit at least once a week
of our readers never read The Chronicle of Higher Education; read it even occasionally

WHO ARE OUR HIGHER EDUCATION READERS?

WHO ARE OUR READERS FROM OUTSIDE HIGHER ED?



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



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WEBSITE Advertising

Standard Run-of-Site Advertising

Reach the 1.3 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.

Rate: \$45 CPM

Premium Run-of-Site Advertising

Along with the two standard banner ad positions (300x250 and 160x600) introduce the highly visible leaderboard message to your campaign mix. Our 728x90 leaderboard ad runs across the top of every article page and your three ads rotate randomly throughout the site for maximum penetration with our highly engaged readers.

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 page and allowing your message to dominate the messaging for a set time period.

Rate: \$55 CPM

EMAIL Advertising

Daily News Update

Higher education's best-read daily news summary. Delivered to more than 105,000+ 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, no Flash.

Rate: \$7,000 per week (\$7,700 to guarantee positioning)

Weekly News Update

A summary of the week's best-read articles, now delivered to more than 27,000 registered opt-in subscribers each Friday morning. Two 300x250 pixel ads are available, static ads only, no Flash.

Rate: \$1,100

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. Must be purchased with a larger run-of-site campaign.

Please visit 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.