

INSTITUTIONAL BRANDING Rate Card 2014



Market your institution to the 1.2 million engaged professionals (both on- and off-campus) gathering at Inside Higher Ed every month.

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

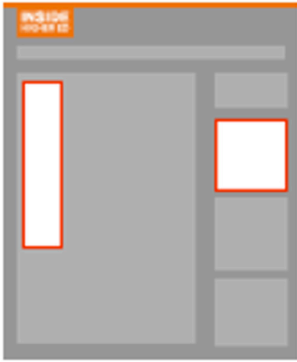
34% of our readers are faculty, 38% are academic or institutional administrators and 12% are senior executives

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



Contact: **TODD THOMPSON** | Institutional Branding Account Manager | Inside Higher Ed
202-448-6137 (p) | 202-448-6138 (f) | todd.thompson@insidehighered.com

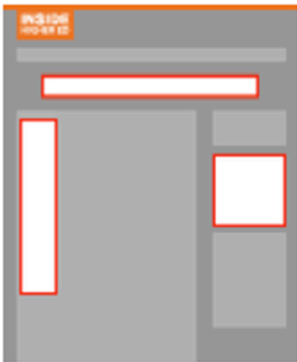
WEBSITE Advertising



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.

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.

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.

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

Inside Higher Ed BY THE NUMBERS

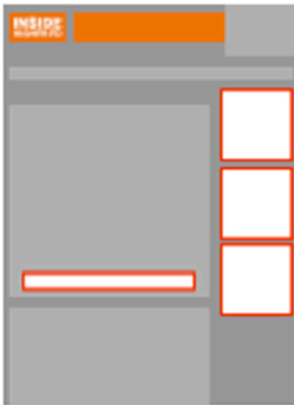
Half of Inside Higher Ed Daily News Update subscribers visit the site every day – and 90% visit at least once a week

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

About 20% of our readers don't work at colleges or universities – they're trustees, legislators, journalists, parents and students, college counselors or business people

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

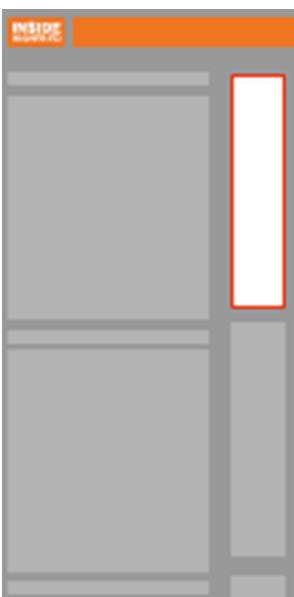
E-MAIL Advertising



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.

Rate: \$6,600 per week (\$7,200 to guarantee positioning)



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.

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.

Rate: \$1,500 per insertion

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.