

NONPROFIT DISPLAY ADVERTISING **Rate Card 2014**



Reach the most engaged minds in higher education – the faculty and administrators who read Inside Higher Ed every day – to promote your organization’s mission, initiatives, services and events

Inside Higher Ed BY THE NUMBERS

More than 1,200,000 unique monthly readers

3 million page views per month

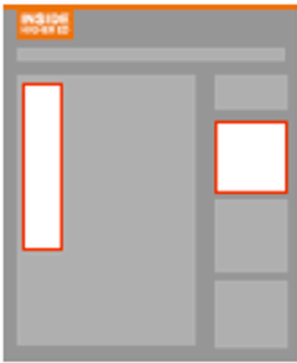
**100,000+ Opt-in subscribers to our Daily News Update –
and 20,000+ for our Weekly News Update**

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



Contact: **TRISH SABINO** | Display Advertising Manager | Inside Higher Ed
202-448-6141 (p) | 202-448-6142 (f) | trish.sabino@insidehighered.com

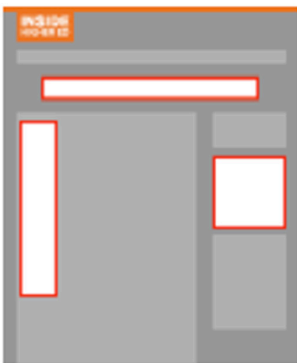
WEBSITE Advertising



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 (cost per thousand impressions served)



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 (cost per thousand impressions served)

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 – and 90% visit at least once a week

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

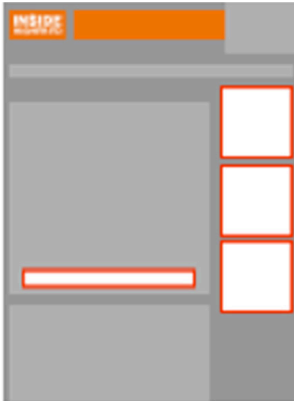
More than half our readers never read The Chronicle of Higher Education (and barely 20% read it even occasionally)

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

Only 30% of our readers subscribe to a disciplinary journal

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

E-MAIL Advertising



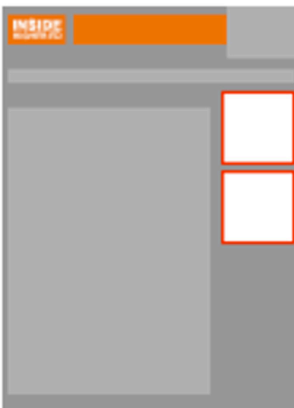
Daily News Update

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 by the week and delivered each weekday for five consecutive days. Three 300x250 ads available, static ads only.

Rate: \$6,600 (\$7,200 for guaranteed positioning)

Text Ad: 25 words of text, including a linking URL.

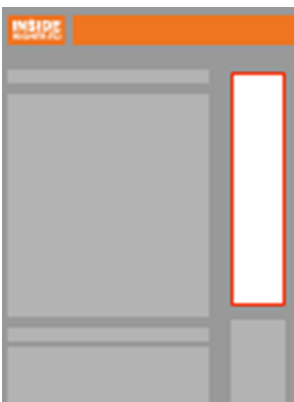
Rate: \$2,000 per week



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.

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.

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.*