

UNIVERSITY PRESS Rate Card 2014



Make sure the 1.2 million voracious readers visiting Inside Higher Ed each month know about your titles with terrific new rates, exclusively for university presses

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 – 20,000+ for our Weekly News Update

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

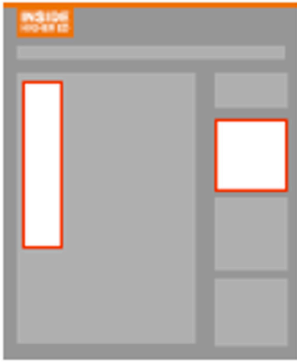
Nearly half of Inside Higher Ed readers are involved in decisions about teaching and learning at their institutions – of these, two-thirds influence decisions about textbooks and learning materials

About half of Inside Higher Ed readers buy more than 10 books a year for personal reading – and 6% buy more than 50



Contact: **TRISH SABINO** | Display Advertising Manager | Inside Higher Ed
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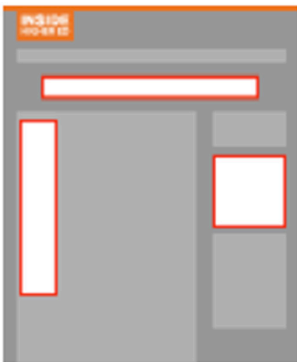
WEBSITE Advertising



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.

Rate: \$23 CPM (cost per thousand impressions served) – 50% off our standard rates. Minimum buy 25,000 impressions/week.



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

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.

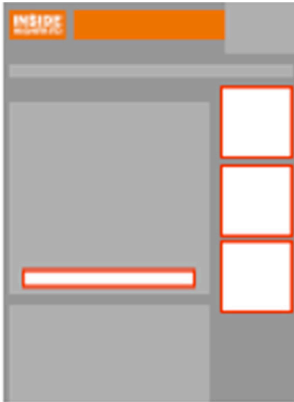
More than half our readers never read *The Chronicle of Higher Education* (and **barely 20%** read it even occasionally)

Fewer than 20% of Inside Higher Ed readers read *The New York Times* more than occasionally – **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.

Banner Ad – Three 300x250 ads available, static ads only.
Rate: \$6,600 per week (\$7,200 for guaranteed positioning)

Text Ad – 25 words of text, including a linking URL.
Rate: \$1,250 per week, 40% off our standard rate.



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.*