

INSTITUTIONAL BRANDING WITH INSIDE HIGHER ED 2016 Advertising Rates

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



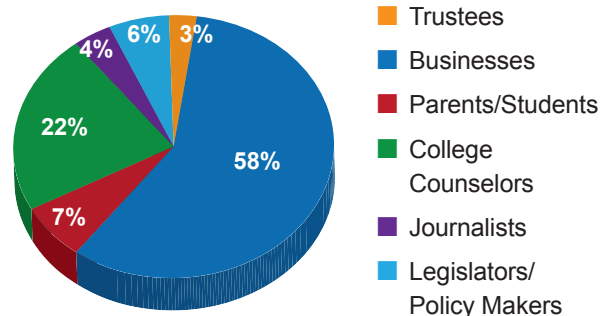
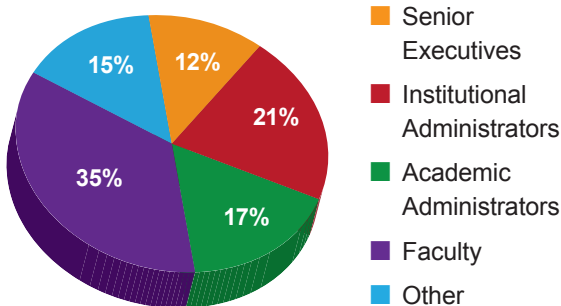
Inside Higher Ed

HAS A ROBUST READERSHIP

1.3 million	<i>unique monthly readers</i>
3.8 million	<i>page views per month</i>
113,000+	<i>Daily News Update opt-in email subscribers</i>
half	<i>of Inside Higher Ed Daily News Update subscribers visit the site every day –</i>
90%	<i>visit at least once a week</i>
more than half	<i>of our readers never read The Chronicle of Higher Education;</i>
barely 20%	<i>read it even occasionally</i>

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 300 x 250 and 160 x 600 pixels and rotate throughout the site over the course of your campaign for maximum visibility.

Rate: \$55 CPM

Premium Run-of-Site Advertising

Along with the two standard banner ad positions (300 x 250 and 160 x 600) introduce the highly visible leaderboard message to your campaign mix. Our 728 x 90 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: \$60 CPM

Roadblock Run-of-Site Advertising

A premium run-of-site campaign that includes all three elements - the 300 x 250, 160 x 600 and 728 x 90 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: \$65 CPM

EMAIL Advertising

Daily News Update

Higher education's best-read daily news summary. Delivered to more than 113,000 registered opt-in subscribers each weekday. Ads are purchased for the week and delivered each day for five consecutive days. Three 300 x 250 ads available, static ads only, no Flash.

Rate: \$8,200 per week

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.