

# UNIVERSITY PRESS Rate Card 2016

Make sure the 1.3 million voracious readers visiting *Inside Higher Ed* each month know about your titles with terrific new rates, exclusively for university presses.



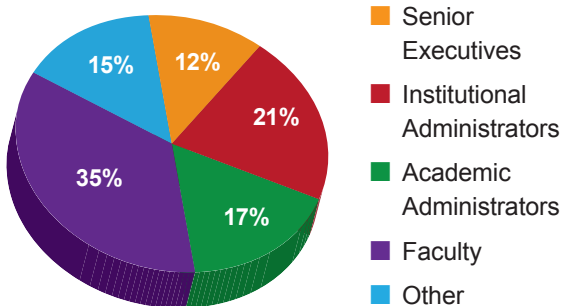
## Inside Higher Ed

## HAS A ROBUST READERSHIP

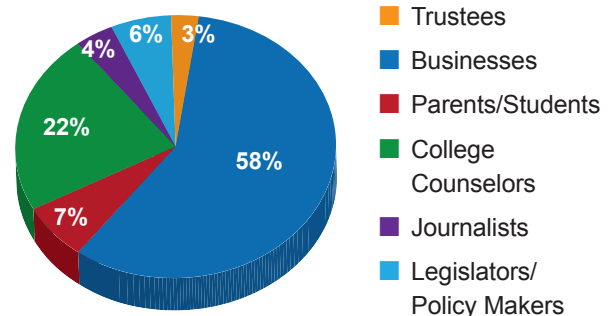
**1.3 million**  
**3.8 million**  
**113,000+**  
**half**  
**90%**  
**more than half**  
**barely 20%**  
**nearly half**  
**two-thirds**  
**about half**  
**and 6%**

*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*  
*of Inside Higher Ed readers are involved in decisions about teaching and learning at their institutions—of these,*  
*influence decisions about textbooks and learning materials*  
*of Inside Higher Ed readers buy more than 10 books a year for personal reading*  
*buy more than 50*

### 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



Contact: **DANIELLE SMALL** | Digital Advertising Manager  
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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:** \$23 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 113,000 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:** \$7,700 per week (\$8,200 to guarantee positioning)

## Weekly News Update

A summary of the week's best-read articles, now delivered to more than 32,000 registered opt-in subscribers each Friday morning. Two 300x250 pixel ads are available, static ads only, no Flash.

**Rate:** \$1,350

**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](http://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.*