

Align your branding and message delivery with our sought-after content

UB's expertly curated newsletters offer native and display advertising solutions in a format that engages decision-makers and spurs action.

- ✓ Reach a qualified audience in a trusted resource that delivers essential news and insights tailored to their role.
- ✓ Highlight your branding with billboard and banner ad positions that keep your brand top of mind with your preferred audience.
- ✓ Collect marketing-qualified leads with native content placement. You will have access to live lead reports with contact information for everyone who clicks on your native ad content.
- ✓ Demonstrate your company's thought leadership, subject matter expertise and success to the decision-makers who are empowered to bring your solution to their institutions.

Ask us for the latest circulation numbers

UB Daily

Reach the widest audience of higher ed decision-makers in the resource they rely on – and respond to – every weekday. UB Daily offers display and native advertising opportunities within a look at the latest higher education headlines.

Frequency: Daily (Monday-Friday)

Display Advertising

600x235 Billboard (1 available/issue)

600x100 Banner (4 available/issue)

Sponsored Content

Title: 8-10 words

Abstract: 25 words

Content Link: URL for landing page where content resides

Space is limited to two sponsored content items per issue of UB Daily.

One of these is a premium position immediately beneath the first news item.

The screenshot displays the UB Daily newsletter layout. At the top is the 'UBdaily' logo with a 'VIEW IN BROWSER' link and social media icons. Below the header is a large blue 'Billboard 600x235' ad. The main content area features a headline 'How revised Title IX alters colleges' sex assault response' by Matt Zalaznick, with a 'Read More >>' link. Below this is a 'Sponsored Content' section with the headline 'Sourcewell helps deliver new field and fast' by Sourcewell, also with a 'Read More >>' link. Another headline 'How colleges are beginning to teach about coronavirus' by Matt Zalaznick follows, with a 'Read More >>' link. At the bottom is a blue 'Banner 600x100' ad.

UB Tech

Engage with CIOs, CTOs, and Technology Directors in this twice-monthly newsletter. UB Tech provides the latest technology news curated for the leaders responsible for purchasing and implementing technology solutions for their institutions. Frequency: Twice Monthly

VIEW IN BROWSER

Brought to you by University Business and the UB Tech® Conference

Advertisement

Engage Your Science Students
Download our case study to see how!

Download

Labster

FROM UB

'High-tech, high-touch': A career center serving students well
Chris Burt
Villanova University shifted into high gear to provide services to students and alumni during the pandemic, strategies that likely will serve them well in the future. [Read More>>](#)

Sponsored Content

M-TRENDS 2021: Insights into Today's Top Cyber Trends and Attacks
Sponsored by FireEye Mandiant
M-Trends is an annual publication from FireEye and Mandiant with timely data and insights based on frontline investigations of high-impact cyber attacks and remediations. [Read More >>](#)

UB Weekend Roundup

Connect with a large cross-section of higher education decision-makers to create a meaningful content experience in a collection of the week's most important higher education stories, curated for a deeper, weekend read. Frequency: Weekly

VIEW IN BROWSER

Catch up with the week's top stories from University Business magazine

Advertisement

Reopen Safely
Vaccine Passport Apps
Secure • Reliable • Trusted
AppArmor

LAST WEEK'S MOST-READ STORIES

Planned protests today over vaccine mandates at Va. Tech, Colorado
Chris Burt
Vaccine requirement protests set today at Colorado, Va. Tech [Read More>>](#)

Excited for fall: Why 98% of international students are ready to return
Chris Burt
Even with COVID-19 still lurking and uncertainty lingering on many campuses, they see opportunities. [Read More>>](#)

Display Advertising

600x235 Billboard (1 available/issue)

600x100 Banner (4 available/issue)

Sponsored Content

Title: 8-10 words

Abstract: 200 characters or less

Sponsored Content Link: URL for landing page where content resides

Space is limited to two sponsored content items per issue of each newsletter.

Positions are granted on a first come, first served basis.

For more details and to customize your program, contact:

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