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)

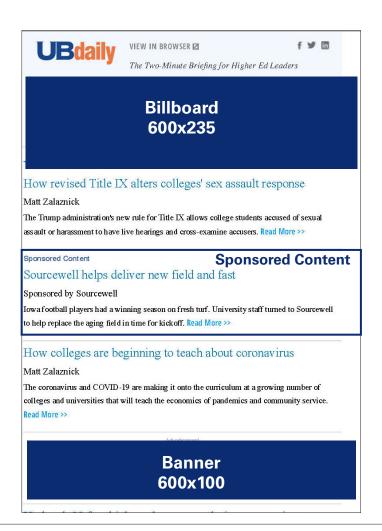
Sponsored Content

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.

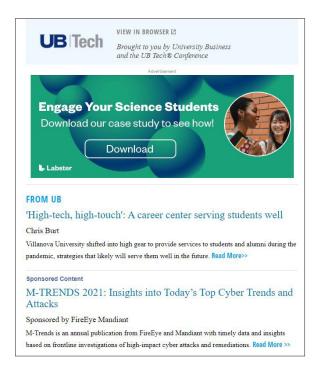




UB Tech

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.

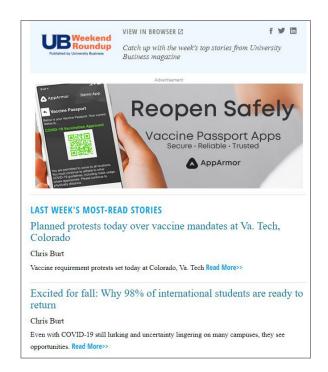
Frequency: Twice Monthly



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



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:

Sales Managers:

East: Robb Holzrichter • 618-830-3737 • rholzrichter@lrp.com West: Fern Sheinman • 619-944-5114 • fsheinman@lrp.com

Vice President of Media Sales, Education Markets: James Callan • 404.353.5276 • jcallan@lrp.com

