

Leading the Way

Maximize the impact of your solution story

The right answers to the following questions can help you earn the trust of over 75,000 higher education buyers:

Is your company committed to the higher ed market?
What has your solution achieved in a college or university setting?
What do leaders at higher education institutions think of your solution?

Deliver a winning response with **Leading the Way!**

Leading the Way is a complete marketing package and special magazine section that positions your higher education success story alongside a full-page brand ad in UB's high-impact December issue.

Leading the Way includes:

Solution Story Placement with Full-Page Display Ad – Your one-page success story opposite your full-page display ad in **Leading the Way**, a special section celebrating successful solutions in the December print and digital editions of UB, distributed to top leaders at nearly every college and university in the U.S.

Online Exposure – Your **Leading the Way** success story, with your logo and a link to your website will appear on the University Business website.

Bonus Distribution – **Leading the Way** is featured all year through bonus distribution at key industry trade shows, including UBTech, EDUCAUSE, NACUBO, NAEP, and NASFAA.

Digital Reprint – UB provides a digital copy of your **Leading the Way** case study for your reprint and collateral use.

Take advantage of special pricing for this annual opportunity!

Contact

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