

Align your message delivery with our sought-after content

Native advertising solutions in UB's expertly curated newsletters engage decision-makers with your brand in a format that inspires trust and spurs action.

- ✓ Reach a qualified audience in a trusted resource that delivers essential news and insights tailored to their role.
- ✓ Collect marketing-qualified leads. 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 institution.

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 native advertising opportunities within an expertly-curated look at the latest higher education headlines.

Frequency: Daily (Monday-Friday)

Circulation: 70,000+

Native Advertising

Title: 8-10 words

Abstract: 25 words

Content Link: URL for landing page where content resides

Placement: Your native content will receive premium placement as the second news item in the UB Daily newsletter in which it appears.

Space is limited to one sponsored content item per issue of UB Daily.

The Two-Minute Briefing for Higher Ed Leaders
UBdaily
[View as web page](#)

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Trending on UB
4 considerations for success with badging
UB
Maintaining the value of alternative digital creds requires knowing how to decide what to badge. [Read more>>](#)

Sponsored Content
How Alamo Colleges increased graduation rates by 110 percent
Cornerstone OnDemand
Join Cornerstone and Alamo Colleges on May 16th for a webinar to learn how Alamo Colleges drove a significant increase in graduation rates and overall student success by building a culture of learning and development for faculty and staff. [Register now>>](#)

Charleston Southern University builds first residence hall in decades
UB
Charleston Southern University in South Carolina has constructed its first new residence hall in more than 30 years. A second 52,000-square-foot student housing facility will soon follow. [Read more>>](#)

Cyber sciences: Getting women into the room
UB
A UB Tech® 2019 Women in Technology pre-conference program preview
[Read more>>](#)

Top News
College admissions scandal has Calif. lawmakers taking aim at 'side doors'

For more details and to customize your program, contact:

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universitybusiness.com/media-opportunities

Campus CIO

Engage CIOs, CTOs, and Technology Directors in this bi-weekly newsletter. Your native content, tailored specifically to the leaders responsible for purchasing and implementing technology solutions on their campus, will build trust in your solution and move decision-makers forward on their buying journey.

Frequency: Twice Monthly

Circulation: 50,000+

Leadership POV

Build credibility by sharing perspectives on higher education from your executives and subject matter experts alongside thought leadership and opinion from top college and university leaders in this twice-monthly newsletter.

Frequency: Twice monthly

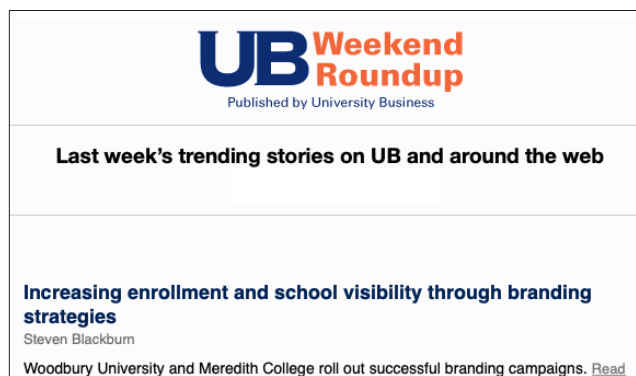
Circulation: 75,000 +

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

Circulation: 72,000+



Native Ad Specifications

Title: 8-10 words

Abstract: 40-50 words

Link: URL for landing page where content resides

Native advertising opportunities in Campus CIO, Leadership POV and UB Weekend Roundup are limited to three per issue. This provides the best visibility for your content and the best experience for our audience.

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