

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 a 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

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.

NATIVE ADVERTISING POSITION

The Two-Minute Briefing for Higher Ed Leaders

UBdaily

Published by University Business
04/30/2019

[View as web page](#)

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:

East: Robb Holzrichter • 618-830-3737 • rholzrichter@universitybusiness.com

West: Fern Sheinman • 619-944-5114 • fsheinman@universitybusiness.com

Associate Publisher, U.S. Sales Director, Education Markets:

Joyce Kacin • 203.981.3716 • jkacin@lrp.com

universitybusiness.com/media-opportunities

UB Tech

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: 45,000+

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+

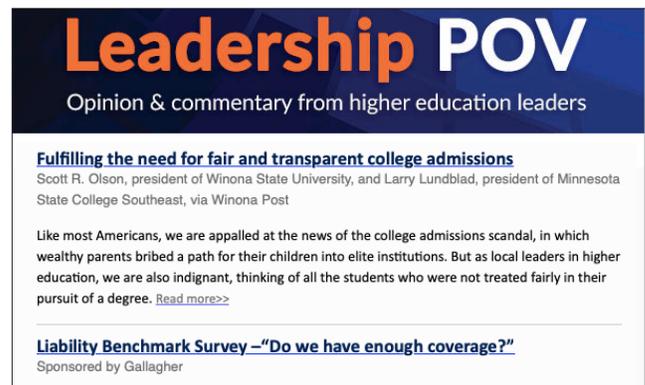


UB | Tech

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

How GIS technology makes campuses safer
Mark Rowh
4 answers administrators need about how geographic information systems and indoor positioning systems work to protect campus communities. [Read more>>](#)

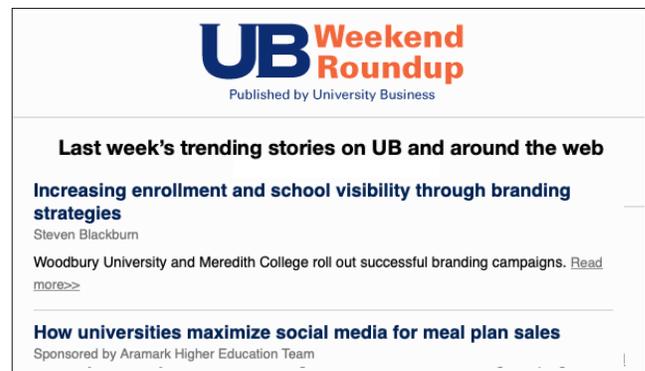
How one university accelerated admissions from months to days
Sponsored by Laserfiche
As institutions work towards enrollment growth, they must adopt process automation initiatives to manage this influx and meet tech-savvy students' expectations while keeping



Leadership POV
Opinion & commentary from higher education leaders

Fulfilling the need for fair and transparent college admissions
Scott R. Olson, president of Winona State University, and Larry Lundblad, president of Minnesota State College Southeast, via Winona Post
Like most Americans, we are appalled at the news of the college admissions scandal, in which wealthy parents bribed a path for their children into elite institutions. But as local leaders in higher education, we are also indignant, thinking of all the students who were not treated fairly in their pursuit of a degree. [Read more>>](#)

Liability Benchmark Survey – "Do we have enough coverage?"
Sponsored by Gallagher



UB Weekend Roundup
Published by University Business

Last week's trending stories on UB and around the web

Increasing enrollment and school visibility through branding strategies
Steven Blackburn
Woodbury University and Meredith College roll out successful branding campaigns. [Read more>>](#)

How universities maximize social media for meal plan sales
Sponsored by Aramark Higher Education Team

Native Ad Specifications

- Title: 8-10 words
- Abstract: 40-50 words
- Link: URL for landing page where content resides

Native advertising opportunities in UB Tech, 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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