



2019 Media Planner

**Your Connection**  
**to** Higher Education  
Decision Makers

## UB media connects your brand with college and university decision makers at every step in their buying journey.

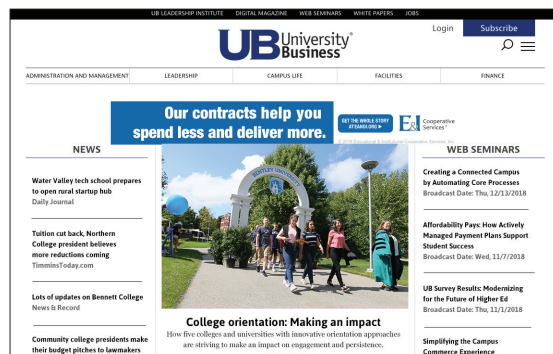
We use our deep audience knowledge and market expertise to leverage the trusted relationships we've built in this space, for your brand.

Utilize a fully **integrated network of marketing solutions** to access and engage our powerful audience.



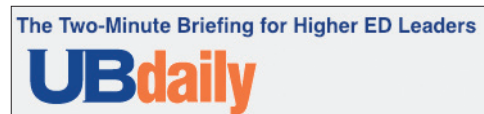
## Print And Digital Magazine

University Business print & digital editions reach **75,000+** higher education decision makers.



## UniversityBusiness.com

Our site enables deep engagement with advertising content and more premium opportunities to meet your marketing goals.



## UB Newsletters

Banner and native advertising solutions increase your brand's visibility and positions you in front of our qualified subscriber base. We connect you with our readers to spur them into action.

- UB Daily
- Leadership POV
- Weekend Roundup
- Campus CIO

NEW IN 2019

## Data-Driven Targeting Solutions

### Account-Based Marketing

Using a multi-touch campaign, our ABM solution effectively delivers the right message, at the right time, on the right media platform, engaging college and university decision makers through various stages of their buying journey.

### High-Yield Digital Ad Targeting

Ensure your ads are viewed on the trusted sites your targets frequent for zero waste. This solution couples the best in-network engagement with a web extension strategy to maximize brand reach and message exposure.

## Content Creation And Distribution

### Content EDU

Our experienced team of education writers can develop relevant and compelling multimedia assets to support your marketing strategy.

- Case Studies
- White papers
- Articles
- Infographics
- Interviews

### Content Syndication

Leverage UB's highly-targeted promotional strategies to drive engagement of your gated content. We use a multi-touch, email-based campaign to drive downloads and generate qualified leads.

### Web Seminar and Digest

These live events reinforce your industry leadership on a topic of importance to higher education decision makers – all while boosting your sales pipeline with qualified leads. Includes placement of your seminar summary, *Digest*, in the print and digital editions of UB magazine.

### Market Intelligence Survey

Use research insights to drive strategic marketing decisions. Our content team will develop a brief survey to measure the pulse of your target market and deliver a custom report with a summary of survey findings.

## Live Events

**Relationship building awaits you.**

UBTech provides exclusive sponsor and exhibitor opportunities to maximize your thought leadership position and build long-term strategic partnerships with 1,000+ key leaders at U.S. colleges and universities – including technology and AV decision makers.

Exhibit, speaking and sponsorship opportunities are available for UBTech 2019, June 10-12 in Orlando, FL.

**UBTech**<sup>2019</sup>

For full program details visit [universitybusiness.com/media-opportunities](http://universitybusiness.com/media-opportunities)

Learn more about our powerful marketing solutions designed to help you:

- **Position your company as a thought leader**
- **Demonstrate your commitment to the market**
- **Establish your subject matter expertise**
- **Get insights into the higher education market**
- **Generate qualified leads**
- **Sell your product or solution**



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