Generate leads.
Establish thought leadership.
Build your brand.

The Trusted Resource for Higher Education Leaders
A Note from the Publisher of University Business

Welcome to the leading media brand in the higher education market.

University Business reaches 75,000+ higher education leaders, across virtually every campus in the United States, via multiple platforms and communications, capitalizing on trusted market relationships, proven outreach methodologies and innovative new media approaches.

Partner with University Business to create a media plan that hits your target audience, articulates your unique value propositions, generates high-quality leads, establishes thought leadership, builds your brand and increases your sales.

We look forward to working with you!

Why Do Vendors Serving the Higher Ed Market Need UB?

BECAUSE… Higher education leaders use a team buying approach.

On average, FOUR different functions are involved in major purchasing decisions at higher education institutions. Vendor reps often find it difficult to present to all members of the decision team.

But UB consistently brings these functions together through its monthly print and digital publication, and has ongoing engagement with them across its suite of digital media platforms. UB delivers the content they need in the format they prefer, and at the time they need it.

* Source: Higher Education Priorities Survey 2015
The UB Audience Represents Higher Education Leadership

→ **UB READERS** include all functions of the purchasing team and actively use UB media when seeking vendor partnerships to address campus needs.

**EXECUTIVE MANAGEMENT**
Presidents, Vice Presidents, Chancellors, CEOs, Branch Directors, Governing Board, Marketing, Communications, Other Executive Leadership Titles/Functions

**FINANCE/BUSINESS**
CFOs, Chief Business Officers, VPs of Finance, Treasurers, Bursars, Controllers, Business/Operations Managers, VPs/Directors of Financial Aid, Purchasing/Procurement, Human Resources, Alumni, Fundraising

**INFORMATION TECHNOLOGY**
CIOs, CTOs, CITOs, VPs/Directors of Academic or Administrative Computing, AV Directors, Network/Information Systems Managers, Media/Library Directors, Telecommunications

**ACADEMIC MANAGEMENT**
Provosts, Chief Academic Officers, Registrars, VPs/Directors of Admissions, Directors of Enrollment, Student Services Directors

**FACILITIES/INFRASTRUCTURE**
COOs, VPs/Directors of Physical Plants, Facilities Directors, VPs/Directors of Administration, Public Safety, Food or Auxiliary Services, Energy Management, Housing

**OTHER**
VPs/Directors of Public Information, Health Services Directors, Athletic Directors, Department Chairs, Academic Deans

→ **BOTTOM LINE:** Your media campaign with UB reaches every function of the higher ed market, and gives you direct engagement with the higher ed executives that set strategy and make all major purchasing decisions. Use the power of UB’s reach to meet your higher ed marketing and sales goals.

"University Business is an outstanding magazine. It is a rare issue when I do not find something to use. I regularly forward UB to other members of our campus community."

-Frank Hall, Registrar, New England College

76% of UB’s audience take “follow-up” action in response to ads in University Business media!

University Business Media: Higher Education’s Trusted Resource

UB provides its readers with the content they want, when and where they want it, through a full suite of print and digital media and face-to-face events. This makes UB the perfect media partner for your higher education marketing message, whether it’s communicated through brand-building display advertising or lead-generating digital engagement or relationship-building custom content marketing. UB’s customer service leads the industry and we are committed to doing everything possible to ensure your campaign exceeds your expectations.

The next few pages provide a brief overview of our lineup of products and services.


UB Magazine Print and Digital Ads

Take advantage of this powerful brand-building opportunity to impact more than 75,000 readers, including the top-level higher education leaders at virtually every college and university in the U.S.

Published 12 times annually in both print and digital editions, UB magazine is read cover-to-cover every month of the year! UB’s BPA-audited readership consists of the C-suite and senior administrators across all key leadership areas, including: executive management, academics, technology, financial services, and facilities and infrastructure. UB readers are the strategic decision-makers who work together to make purchasing and partnering decisions for their institution.

ADDED VALUE FOR MAGAZINE ADVERTISERS

• Display advertisers are included in our monthly Product Spotlight email, sent to the entire UB audience. Everyone clicking on your link goes directly to your website and UB’s lead reporting system provides their complete contact information.

• March and October issue advertisers in UB are included in a free READEX Ad Perception Study. Readers rate your ad in terms of how attention-getting, believable or informative it is. You see how this marketplace “hears” your message, and how your ad compares to others in this issue. This can be invaluable information when creating ad messaging to ensure your message is received the way you want it to be!

• Free posting of your white papers to UB’s White Paper Library.

• Free posting of your press releases to UB’s PR Portal.

• Bonus distribution is included at important national conferences and tradeshows throughout the year, including UBTech, NACUBO, EDUCAUSE, InfoComm, AACRAO, NAEP and NASFAA. Specific issues and events are listed on the UB Editorial Calendar.
Content Marketing

Build your brand and demonstrate thought leadership.

University Business offers its clients a range of print and digital content marketing options that can be customized to your specific needs and market objectives. These include, but are not limited to: Case Studies, Thought Leadership Ads, Sponsored Articles, Embedded Video and Custom Publications. And you can use our custom research (see page 8) and content development team to create the source information for your content marketing.

Strategic content marketing can give you a competitive advantage because it helps address three key questions campus leaders have when selecting vendors:

1. How well do you understand the world of higher education?
2. What experience does your company have in serving higher education?
3. How are other colleges and universities using your products/services?

THOUGHT LEADERSHIP ADS

Promote your commitment to Higher Education excellence and highlight your innovative solutions through a “Thought Leadership Ad” strategically positioned in UB print and digital. Select the option that best fits your message and mission, from a Q&A-style executive briefing to a sponsored article or professional opinion piece. UB’s content marketing team will provide turn-key production, or use your supplied content, to establish a strong thought leadership position for your company.

CUSTOM CASE STUDIES

UB’s custom case studies demonstrate your experience and expertise by showcasing a success story based on real examples of practical campus implementation and achievement. Two of our most popular sponsored case study options are:

Spread The Word

“Spread the Word” shares your success story through a dynamic two-page spread that powerfully positions your full-page brand ad opposite a full-page custom case study or solution story produced by UB’s content marketing team (or you supply). Your “Spread the Word” will appear in the print and digital editions of UB and on the UB website, plus you receive a digital copy of the case study/solution story for your own collateral use.

Leading The Way

“Leading the Way” is a once-per-year special section of “Spread the Word”-type ads in the December issue of UB, and begins with a letter from UB’s Publisher identifying the participating vendors as being particularly committed to the higher education market and “Leading the Way” in innovation and expertise. Includes bonus distribution at key conferences and tradeshows throughout the year, plus a digital copy for your own collateral use.
Partner Email Broadcast

A premium email marketing opportunity for immediate lead generation.

Deliver your message directly to a national audience of higher education buyers with co-branded email broadcasts from the trusted brand of University Business. You provide us with messaging content (or we can write it for you) and downloadable collateral material (case study, white paper, research, etc.). Our team will create and professionally design an HTML email that will be broadcast to the most influential campus decision-makers.

UB captures contact information as soon as your prospects click a link in the email (no need to register) for a quick turnaround of solid leads into your sales pipeline. Real-time lead reports are accessed directly through our user-friendly web-based dashboard. Your lead report includes full contact information, including email address.

Solution Showcase

Showcase your product with a custom video and multimedia promotional campaign and gain highly qualified leads.

An education leader wants to learn more about your product or solution and has 15 to 20 minutes to listen right now. What can you do? Solution Showcase is your answer. Give viewers the opportunity to see and hear a brief overview of your product or service, at a time convenient for them.

A UB Solution Showcase is a short, pre-recorded, 15- to 20-minute presentation with a Q&A demonstrating a product or solution. Moderated by the UB Web Seminar Editor, these short videos are hosted on the UB site for a period of 60, 90 or 120 days, and are promoted to our entire audience through print ads, email broadcasts and banner ads on UniversityBusiness.com and in the UB Daily e-newsletter (over 300,000 impressions per month will promote your program!).

“UB offers practical and applicable information. It keeps us up-to-date with technology and new solutions as they relate to higher ed.”

-Eric Skipper, CEO, Oconee Campus, University of North Georgia
Web Seminar + Published Digest

Establish brand awareness and thought leadership. Capture highly qualified leads in an engaging online setting.

UB Web Seminars provide an opportunity for senior leaders interested in learning about trends and new solutions to learn directly from other colleges and universities, as well as vendors and subject matter experts.

UB’s production team provides all coordination for web seminar deliverables, rehearsals and preparation, ensuring strong attendance and a powerful presentation of your content. In addition to exclusive sponsorship, you receive registrant contact information and live lead report updates.

UB generates registrations for your web seminar through an aggressive pre-event and post-event promotion campaign, including email broadcasts, print advertisements, notices in the UB Daily e-newsletter, and ads on the UB website. Not only does this ongoing campaign generate registrations, it also provides powerful brand awareness as your company name and logo appear hundreds of thousands of times across UB’s media assets. All web seminars are available on-demand for a full year following the live event, and an MPEG-4 copy is available to you upon request.

Web Seminar Digest

Extend your reach with a print digest in UB magazine.

As part of a packaged program, UB includes a significant extension of the web seminar with a two-page spread Web Seminar Digest. Compiled by UB’s content marketing team, the digest runs in an issue of UB following the web seminar. The print digest ensures coverage of the core content of the web seminar to our 75,000+ readers, leveraging your investment with UB media and extending your reach to the key decision-makers in higher ed.

The digest also provides a link to the on-demand version of the full web seminar on UniversityBusiness.com to drive additional traffic and to deliver new leads.
Custom Research

UB’s custom research team is ready to help you gain strategic market insight through two primary information-gathering options.

EDUCATION MARKET INTELLIGENCE SURVEYS

UB’s Education Market Intelligence surveys are your custom connection to the critical information you won’t find anywhere else! The UB content team helps you develop a brief online survey which is sent to a sample of qualified higher education decision-makers. We provide all hosting, monitoring, tracking and archiving of survey data. You receive an executive summary report of survey data findings. You’ll also receive a news release to announce your research findings.

VIRTUAL MEETINGS/FOCUS GROUPS

Let the University Business Research Team put together a virtual meeting for you. A large number of higher education leaders have agreed to participate in online research panels similar to focus groups. The purpose of these panels is to help companies that serve the higher education sector develop and improve their products and services. Each research panel comprises 5 to 7 participants and can be selected from a range of demographic options, including title, institution size or type, and geographic region.

Extend your media impact with custom content marketing.

Capitalize on your research results through your custom:
- Web seminar
- Partner email broadcast
- Thought leadership ad
- Research report or infographic in UB magazine

CUSTOM EVENTS

Let UB’s conference management team create a unique custom event designed to your objectives. We can organize virtually any type of event for you, from lunchtime roundtable discussions to one-day or multi-day meetings. We develop a program for your event, and recruit the audience you want to reach. We also provide all logistics management for your event, including venue, registration, AV and communications, food and beverage, and on-site support. Talk to us today about creating the right event for you.
UniversityBusiness.com

Deliver your marketing message directly to top-level campus decision-makers who regularly visit UniversityBusiness.com.

UniversityBusiness.com, more than a compilation of magazine articles, offers a full range of content focused on the needs of the senior managers who run America’s colleges and universities, including unique content not found anywhere else. Providing a mobile-friendly responsive design that adapts automatically to the screen size of your device, UB’s web content is easy to access wherever and whenever higher education leaders need it. Your ad message on UniversityBusiness.com aligns your solution with the trusted UB name, demonstrates your commitment to the higher ed market and grows awareness of your brand.

UB e-Newsletters

E-newsletters build your brand and elevate your thought leadership positioning in the higher ed market.

UB DAILY

This newsletter, delivered five business days a week to thousands of subscribers directly into their email inboxes, compiles the day’s headline news in higher ed. It is often the very first item in the subscriber’s email box in the morning and is relied upon to keep abreast of current happenings in the industry. Banner ad positions are available to help build awareness and show your commitment to the higher ed market.

UB WEEKEND ROUNDUP

UB’s “Weekend Roundup” e-newsletter provides readers with links to the week’s most important higher education stories and offers the opportunity for a relaxed read over the weekend. Monthly sponsors of the UB Weekend Roundup supply one custom content piece—such as a blog post, case study, thought leadership essay or solution story—and receive live leads for every reader who clicks to read the item. This “sponsored content” opportunity is a great way to position your content in the context of the week’s most important stories.
Why UBTech?

Because at UBTech, attendees generate new business and build new partnerships. UBTech attendees are leaders and innovators, and they’re looking for new solutions.

The group of vendors at UBTech was great. Usually I would visit an exhibit hall only once, but I returned to the hall at UBTech multiple times to get more information.

-Wayne Jones, Director of Instructional Design and Assurance of Learning, Sam M. Walton College of Business, University of Arkansas

Sonic Foundry participates in basically all of the major education technology conferences that are out there, but UBTech is our favorite. This is our home. This is the one in which we invest the most, and also the one from which we get the most. This is where we get our inspiration for innovation. Every year we come here for reinvigoration and rebirth.

— Sean Brown, Vice President, Sonic Foundry

UBTech is a Powerful and Profitable Investment

Reach the higher ed buyers you’re looking for:

- **8 OUT OF 10** attendees say that the UBTech exhibit hall provided valuable exposure to higher ed solutions and services.

UBTech attendees find success and effectiveness:

- **Nearly 90%** of UBTech attendees say they gained actionable information to bring back to their campus.
- **More than 9 OUT OF 10** attendees say that their decision to attend UBTech was a good one.

Speaking Opportunities

- Make an indelible impression and capture additional qualified leads with a special speaking presentation at UBTech. Limited availability. Competitive cost.
- Solution Sessions: 40-minute breakouts in main program.
- Executive Breakfast Briefings: 60-minute morning meetings with targeted attendees; food & beverage included; vendor choice of presentation format.
Brand Awareness.
Lead Generation.
Thought Leadership.

We’re here to help you meet your goals in the higher ed market. Consult with us today!

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For rates, editorial calendar and custom integrated media packages, contact your UB sales representative.

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