

Editorial Calendar 2017

As of 8/1/17; subject to change without notice

JULY 2017	AUGUST 2017	SEPTEMBER 2017	OCTOBER 2017	NOVEMBER 2017	DECEMBER 2017
AD CLOSING: 5/30/17	AD CLOSING: 7/10/17	AD CLOSING: 8/7/17	AD CLOSING: 9/5/17	AD CLOSING: 10/2/17	AD CLOSING: 11/6/17
FEATURES Operations: Campus mailrooms evolve Digital badging and stackable credentials Facilities: Water management Campus Finance: Trends in health plans Technology: IT's role in construction DEPARTMENTS Human Resources Enrollment Matters BONUS DISTRIBUTION NACUBO	FEATURES Models of Excellence Summer 2017 honorees Enrollment: Recruiting nontraditional students HR: Pathways for women in tech leadership Campus Finance: Student financial responsibility agreements Technology: Making instructional videos interactive DEPARTMENTS Internet Technology Tech Perspectives	FEATURES Sustainability: Game Day waste management Fleet management: Maintenance, replacement and GPS tech Inside Look: Presidential residences Campus Finance: Mechanics of faculty/employee housing Technology: Augmented and virtual reality in action DEPARTMENTS Human Resources Enrollment Matters Campus Retail	FEATURES Portrait of a Leader Innovation in accessibility Early college: Has it gone too far? Campus Finance: Emergency financial aid Technology: Surveillance video gets smart DEPARTMENTS Internet Technology Enrollment Matters SPECIAL MARKETING OPPORTUNITY READEX AD PERCEPTION STUDY OF ADVERTISERS BONUS DISTRIBUTION EDUCAUSE, NACAS	FEATURES Trends in e-textbooks Retention: Success for reinstated students Event management systems Campus Finance: Finding savings in all the small places Technology: Digital signage DEPARTMENTS Human Resources Tech Perspectives	FEATURES Shared services: The cross-campus LMS Campus Safety: Drones Residence life: Rising demand for singles Campus Finance: New tools for financial planning and budgeting Technology: Multilingual websites and apps DEPARTMENTS Internet Technology Marketing SPECIAL MARKETING OPPORTUNITY LEADING THE WAY

ALL PRINT ADS ALSO APPEAR ONLINE IN THE DIGITAL EDITION.

The print version of University Business reaches more than 40,000 campus leaders across the United States. Your print ads and case studies in UB influence their purchasing decisions.

92% of current subscribers say they will either spend more time, or the same amount of time reading UB's print magazine over the next two to three years.*

University Business reaches a total audience of 70,000+ across virtually every college and university in the US, and UB readers are ready to act!

76% of UB readers took action as a result of messages placed in UB Media, including UB magazine, UB's website, or targeted UB branded emails.*

*Source: "Trends in Purchases by Higher Education Institutions - 2015"; Conducted By: Martin Akel & Associates

Build your Total Engagement Media Plan with University Business. Reach 70,000+ campus buyers across multiple media platforms.

- Print advertising – ads appear in the print and digital editions of UB.
- Content marketing – case studies, Q&A interviews, thought leadership articles.
- Web Seminars with 2-page digest included in UB magazine.
- Exclusive, targeted Partner Email Broadcasts.
- Digital branding on UB's website or UB Daily e-newsletter
- Weekly e-newsletter sponsorship.
- Custom Market Research through surveys and virtual focus groups.

UBTech www.ubtechconference.com

FOR ADVERTISING OPPORTUNITIES, PLEASE CONTACT YOUR UB ACCOUNT MANAGER

Associate Publisher.....Joyce Kacin 203.981.3716 jkacin@universitybusiness.com
 Sales Manager, Midwest.....Robb Holzrichter 618-830-3737 rholzrichter@universitybusiness.com
 Sales Manager, West.....Fern Sheinman 858-877-0739 fsheinman@universitybusiness.com

MAIN OFFICE: 35 Nutmeg Drive • Trumbull, CT 06611
 Phone: 203.663.0100 • Fax: 203.663.0149

Editorial Calendar 2018

As of 8/1/17; subject to change without notice

JANUARY 2018	FEBRUARY 2018	MARCH 2018	APRIL 2018	MAY 2018	JUNE 2018
AD CLOSING: 12/4/17	AD CLOSING: 1/8/18	AD CLOSING: 2/5/18	AD CLOSING: 3/5/18	AD CLOSING: 4/2/18	AD CLOSING: 5/7/18
FEATURES Special Report: Outlook 2018 A look ahead at the trends and developments that will shape higher education, including: <ul style="list-style-type: none"> • Access and enrollment • Facilities • Business and finance • Enterprise and academic technology • Student success 	FEATURES Portrait of a Leader Expanding student services in dorms Higher ed/K12 partnerships Campus Finance Regulatory compliance and enterprise legal management Technology Dual enrollment distance learning technology DEPARTMENTS Internet Technology Tech Perspectives	FEATURES The role of sports at community colleges Inside Look: Campus museums and galleries Data analytics and student recruiting Campus Finance Adjunct compensation Technology Unexpected security vulnerabilities DEPARTMENTS Human Resources Marketing BONUS DISTRIBUTION AACRAO, NAEP SPECIAL MARKETING OPPORTUNITY READEX AD PERCEPTION STUDY	FEATURES Mechanics and ROI of niche dining centers Trends in campus retail Facilities: Improving space utilization Campus Finance Small college purchasing secrets Technology Breaking down data silos DEPARTMENTS Internet Technology Enrollment Matters	FEATURES Health: Telemedicine services Role of research in regional institutions Instant admissions programs Campus Finance Practical ideas for advancement Technology Active learning spaces from around the world DEPARTMENTS Human Resources Tech Perspectives Campus Retail	FEATURES Data's role in faculty evaluations Student safety technology Huddle rooms for learning Campus Finance Financial literacy in the classroom Technology Managing tech service staff DEPARTMENTS Internet Technology Marketing BONUS DISTRIBUTION: UBTECH, INFOCOMM, NASFAA

ALL PRINT ADS ALSO APPEAR ONLINE IN THE DIGITAL EDITION.

OTHER DEPARTMENTS DEFINED:

- **Human Resources** Personnel policy and practice
- **Enrollment Matters** Takeaways for enrollment and retention success
- **Internet Technology** Online marketing and communications
- **Marketing** Strategies for successful marketing and messaging
- **Campus Retail** Strategies and trends in campus store management
- **Tech Perspectives** Technology from the CIO's perspective

PLUS THESE REGULAR FEATURES:

On Topic Q&A with thought leaders; Sense of Place about construction and renovation projects; guest columns from higher education experts; Web Seminar Digests

FOR ADVERTISING OPPORTUNITIES, PLEASE CONTACT YOUR UB ACCOUNT MANAGER

Associate Publisher.....Joyce Kacin 203.981.3716 jkacin@universitybusiness.com
Sales Manager, Midwest.....Robb Holzrichter 618-830-3737 rholzrichter@universitybusiness.com
Sales Manager, West.....Fern Sheinman 858-877-0739 fsheinman@universitybusiness.com

MAIN OFFICE: 35 Nutmeg Drive • Trumbull, CT 06611
 Phone: 203.663.0100 • Fax: 203.663.0149