

New & Notable Companies in Higher Education

Become a nationally recognized higher education brand now.

The New and Notable integrated marketing program from UB is just the right fit for up-and-coming companies that serve the higher education market. This six-month national media campaign provides the benefits of national brand exposure, a comprehensive lead generation strategy, and access to educational media expertise, all with a highly credible partner and at a price you can afford.

New and Notable reaches over 75,000 higher education leaders every month and includes:

Brand Awareness: A 1/6th-page ad in a special New & Notable advertising section in six consecutive issues of University Business magazine - print and digital editions.

Lead Generation: Inclusion in a monthly reader response email sent to UB's audience with a live lead report for each reader who clicks on your company listing.

Custom Content: UB will develop a case study about your product's implementation at a college or university, or a thought leadership piece such as an executive Q&A, that will be published online and in a digital edition of University Business magazine. You also get a PDF which you can use for collateral purposes.

Public Relations: A one-on-one Industry Briefing with a UB editor to discuss industry trends, your company and our editorial calendar. Plus, you get free access to UB's PR Portal, where you can post unlimited press releases about your product. The PR Portal is promoted in every edition of UB Daily.

Special Bonus: At the conclusion of your New & Notable campaign, a lead nurture email message featuring your case study will be sent to every lead generated during your campaign.

Launch your national integrated media campaign today—Reach over 75,000 higher ed leaders for just \$7,500 for the entire 6-month package.

Contact

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(Sample ad page format)

NEW AND NOTABLE

Companies in the Higher Education Market

Company Name

Ti aut adipsam eum, ipietusam,
quam, cone omniscia este aut alis
senis exeribea aut ad ut alignienis
doluptatur autem venim voluptae
volestota descit ut in



**Ad specs:
3.5"W x 2.75"H**

CLOSE DATES FOR UPCOMING ISSUES

July: 5/30/17	January: 12/4/17
August: 7/10/17	February: 1/8/18
September: 8/7/17	March: 2/5/18
October: 9/5/17	April: 3/5/18
November: 10/2/17	May: 4/2/18
December: 11/6/17	June: 5/7/18

Send materials to:

Rosetta Moore, Ad Traffic Manager
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