Reach Key Decision Makers in Higher Education IT

2019 MEDIA KIT
Advertising Portfolio Overview

**Print Advertising** 5
The award-winning publication for the higher education IT community, *EDUCAUSE Review* explores current issues and emerging trends in information technology and how they affect institutions, higher education, and society.

**Content Marketing** 7
Solidify your position as a higher education IT thought leader by placing a content marketing piece in the print *EDUCAUSE Review* or by sharing your ideas in the Industry Insights column in the online *EDUCAUSE Review*.

**Display Advertising** 9
Increase brand exposure when you advertise on our busiest websites, which attract more than 1.2 million visitors per year, including *EDUCAUSE Review*, the EDUCAUSE Career Center, and the EDUCAUSE Library.

**Content Alerts** 9
Sent directly to 40,000 inboxes every week, these targeted emails notify recipients of new *EDUCAUSE Review* content.

**Corporate Membership** 10
EDUCAUSE membership brings value to your corporation through interaction with higher education decision makers and access to programs and conferences that provide insight into your customers’ most important issues.

**Contact Us**
**ADVERTISING SALES**
Kevin McDonnell  
202.367.1259  
advertising@educause.edu

**CORPORATE PROGRAM**
Carolyn Colman  
303.939.0326  
colman@educause.edu
Choose EDUCAUSE

Reach the Largest Audience of Higher Ed IT Decisions Makers

2,300 MEMBER ORGANIZATIONS
99,000 INDIVIDUAL MEMBERS
$22.3 Billion IN HIGHER ED IT SPENDING AMONG EDUCAUSE MEMBER INSTITUTIONS**

Technologies Currently Evaluating or Planning to Purchase in Next 12 Months*

<table>
<thead>
<tr>
<th>Technology</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers/Software</td>
<td>64%</td>
</tr>
<tr>
<td>Audio/Video Equipment</td>
<td>54%</td>
</tr>
<tr>
<td>Network Infrastructure</td>
<td>42%</td>
</tr>
<tr>
<td>Curricular/Learning Management System/Online Courses</td>
<td>35%</td>
</tr>
<tr>
<td>Mobile Devices</td>
<td>33%</td>
</tr>
<tr>
<td>Administrative/Management Software</td>
<td>32%</td>
</tr>
<tr>
<td>Facilities Construction/Renovation</td>
<td>31%</td>
</tr>
<tr>
<td>Presentation Systems</td>
<td>30%</td>
</tr>
<tr>
<td>IT Help Desk/Services</td>
<td>29%</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>28%</td>
</tr>
<tr>
<td>Safety/Security Equipment/Systems</td>
<td>27%</td>
</tr>
<tr>
<td>Unified Communication/VoIP</td>
<td>24%</td>
</tr>
<tr>
<td>Assistive Technologies</td>
<td>23%</td>
</tr>
</tbody>
</table>

Involvement in Purchasing*

90% involved in the purchasing decision*

42% approve/authorize purchases
31% recommend/specify brands/suppliers
16% are involved in some other way

Job Title*

- 26% CIO/Senior IT
- 19% President/Chancellor/CEO
- 16% Support IT
- 8% Dean/Department Chair/Academic Officer
- 8% Business Officers/Executives
- 7% Faculty
- 4% Library
- 3% Other

Sources: *EDUCAUSE Review 2015 Readex Survey | **2017 EDUCAUSE Core Data Service
High-Impact Integrated Campaigns

EDUCAUSE offers many benefits designed to support your company’s strategic direction and business development goals, including:

Our comprehensive portfolio of advertising and marketing opportunities supports these goals. Select the best products for your integrated campaign:

<table>
<thead>
<tr>
<th>THOUGHT LEADERSHIP</th>
<th>NETWORKING</th>
<th>BRAND EXPOSURE</th>
<th>SPECIALIZED CONTENT &amp; COMMUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCAUSE Review (Print)</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Content Marketing</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Industry Insights Column</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display Advertising</td>
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<td>✓</td>
<td></td>
</tr>
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<td>Content Alerts</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Membership</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tbody>
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**EDUCAUSE Review**

Award-winning *EDUCAUSE Review*, the premier higher education technology publication, focuses on exploring current issues and emerging trends and how information technology affects institutions, higher education, and society. Ranked by our members as one of the top 3 benefits of membership, *EDUCAUSE Review* is highly respected in the community, with much of its content written by forward-thinking thought leaders representing leading colleges and universities.

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**2019 Editorial Calendar & Deadlines**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>BONUS DISTRIBUTION</th>
<th>SPACE DEADLINE</th>
<th>ARTWORK DUE</th>
<th>SHIPS WEEK OF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>Digital Transformation Data; Analytics; Emerging Technologies &amp; Trends</td>
<td>• Enterprise Summit: Analytics</td>
<td>1/11/19</td>
<td>1/30/19</td>
<td>2/25/19</td>
</tr>
<tr>
<td>Spring</td>
<td>Spring Cleaning Information Security; IT Governance, Risk &amp; Compliance</td>
<td>• Security Professionals Conference</td>
<td>3/22/19</td>
<td>4/10/19</td>
<td>5/6/19</td>
</tr>
<tr>
<td>Summer</td>
<td>Back to School Teaching &amp; Learning; Student Success</td>
<td></td>
<td>6/14/19</td>
<td>7/3/19</td>
<td>7/29/19</td>
</tr>
<tr>
<td>Fall</td>
<td>EDUCAUSE Annual Conference Issue Emerging Technologies &amp; Trends; Digital Strategy &amp; Transformation; Leadership</td>
<td>• EDUCAUSE Annual Conference</td>
<td>8/28/19</td>
<td>9/16/19</td>
<td>10/14/19</td>
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**Nearly 100 Awards**

Including the 2018 APEX Award for Publication Excellence

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**2019 Media Kit**

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**EDUCAUSE Review**

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**22,000 TOTAL READERSHIP**

**57,000 CIRCULATION**

**Nearly 100 Awards**

Including the 2018 APEX Award for Publication Excellence

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www.educause.edu | 5
Print Rates & Specifications

**PRINT ADS**

<table>
<thead>
<tr>
<th>SINGLE INSERTION</th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$8,465</td>
<td>$9,305</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,870</td>
<td>$5,360</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,835</td>
<td>$4,225</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$3,505</td>
<td>$3,850</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$3,250</td>
<td>$3,590</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,700</td>
<td>$2,965</td>
</tr>
</tbody>
</table>

**4 INSERTIONS**

| Spread           | $7,740  | $8,505     |
| Full Page        | $4,435  | $4,890     |
| 2/3 Page         | $3,560  | $3,920     |
| 1/2 Island       | $3,235  | $3,560     |
| 1/2 Horizontal   | $3,030  | $3,330     |
| 1/3 Page         | $2,505  | $2,760     |

**PREMIUM POSITIONS**

Covers are for members only; requires 4 insertions agreement.

- Back Cover: $5,000
- Inside Front Cover: $4,785
- Inside Back Cover: $4,785
- Inside Cover Spread: $8,075

Contact Kevin McDonnell for pricing on belly band, stickers, Post-it Note, CD carrier, poster, printed polybag, or business reply card.

**PREPRINTED INSERTS, CASE STUDIES, OUTSERTS**

Please contact Kevin McDonnell for pricing.

**ADVERTISING SALES**

Kevin McDonnell
202.367.1259
advertising@educause.edu

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**ADVERTISING SIZES**

<table>
<thead>
<tr>
<th>TRIM</th>
<th>BLEED</th>
<th>LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5x10.875</td>
<td>8.75x11.125</td>
</tr>
<tr>
<td>Spread</td>
<td>17x10.875</td>
<td>17.25x11.125</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625x9.5</td>
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</tr>
<tr>
<td>1/2 Island</td>
<td>4.625x7</td>
<td></td>
</tr>
<tr>
<td>1/2 Horiz.</td>
<td>7.125x4.625</td>
<td></td>
</tr>
<tr>
<td>1/3 Sq.</td>
<td>4.625x4.625</td>
<td></td>
</tr>
<tr>
<td>1/3 Vert.</td>
<td>2.25x9.5</td>
<td></td>
</tr>
<tr>
<td>1-unit</td>
<td>3.125x1.5</td>
<td></td>
</tr>
<tr>
<td>2-unit</td>
<td>3.125x3.375</td>
<td></td>
</tr>
<tr>
<td>Outsert</td>
<td>8.5x10.875</td>
<td>8.75x11.125</td>
</tr>
</tbody>
</table>

**PRINT AD SPECIFICATIONS**

- **Trim size:** 8.5x10.875
- **Bleed allowance:** 0.125 outside trim size
- **Live area:** 0.25 inside trim size
- **Printing:** Heat-set web offset
- **Binding:** Perfect bound
- **Line screen:** 133 lpi
- **Cover stock:** 140# Sterling Coated Cover
- **Inside stock:** 60# Citation Matte

All advertising must be in a digital format: a high-resolution PDF with all fonts and images embedded.

**IMAGES** must be a minimum of 300 ppi and CMYK, grayscale, or bitmap.

**COLORS** must be 4-color process (CMYK) or grayscale.

**PROOFS:** Printer and/or publisher cannot be held liable for color complaints when an ad is submitted without an acceptable color proof.

**MEDIA** can be emailed, uploaded to our FTP site, or shipped. Contact Kevin McDonnell for more details at advertising@educause.edu.
Content Marketing

Solidify your position as a higher education IT thought leader by placing a content marketing piece in the print *EDUCAUSE Review*.

**PREPRINTED INSERTS**
Bound or tipped into the magazine, customized inserts allow you to provide more in-depth content to your target audience. You supply the insert (or we can print it for you)—we make sure it’s included in all 22,000 print copies, strengthening your brand influence throughout the higher education IT community.

**CASE STUDIES**
Do you have a success story you want to publicize with decision makers in the higher education IT community? A one- or two-page case study provides one of the most compelling, credible thought leadership opportunities to tell how your product or service can address top IT issues on campus.

**OUTSERTS**
Imagine your message being the first thing readers see when they receive *EDUCAUSE Review*. That’s the advantage of an outsert—a four-color, two-sided marketing piece that sits in front of the magazine, inside the polybag. This prominent positioning is a great way to make an immediate impact on higher ed IT decision makers.

Please contact us to discuss your project needs.
Industry Insights Column

The online Industry Insights column in EDUCAUSE Review provides corporations with rich methods of sharing thought leadership with the EDUCAUSE community by publishing insights, client testimonials, problem-solving ideas, or industry-related concentrations to broader EDUCAUSE audiences.

INDUSTRY INSIGHTS BENEFITS INCLUDE:

- Inclusion in an EDUCAUSE Review content alert
- Evergreen content living in the EDUCAUSE Library
- Initial listing on the EDUCAUSE Review home page

AD RATES

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Nonmembers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$2,705</td>
<td>$3,245</td>
</tr>
</tbody>
</table>

NEW! ADD-ON OPTION

Bundle or republish your Industry Insights content in one of four targeted EDUCAUSE weekly e-newsletters: CIOs, Teaching & Learning, Cybersecurity and Higher Ed IT.

Rate: $2,000 per month*

*Limited to two times per calendar year. Content cannot be more than 12 months old.

FILE SPECIFICATIONS

- Submit your article as a Word document:
  - Title: 8–9 words max
  - Brief summary of article: 1–2 lines
  - Article content: No max word count
  - Author’s name and title
- Company logo and graphics are optional
- EDUCAUSE will be responsible for final layout
- Materials are due two weeks prior to launch date
- © Author name or company name

65,000 AVERAGE UNIQUE VISITORS/MONTH

116,000 AVERAGE PAGE VIEWS/MONTH

[40,000 ADDITIONAL DISTRIBUTION VIA CONTENT ALERTS]
Display Advertising

Increase brand exposure when you advertise on some of our busiest web pages, which attract more than 1.2 million visitors per year. Your advertising buy provides exposure in EDUCAUSE Review, the EDUCAUSE Career Center, and the EDUCAUSE Library. Reserve your space today!

**AD RATES**

- **Leaderboard** (728 x 90 px): $50 CPM
- **Skyscraper** (300 x 600 px): $55 CPM
- **Rectangle** (300 x 250 px): $45 CPM

- Minimum buy: 25,000 impressions
- Artwork due 9 business days prior to start date

**100,000**

AVERAGE UNIQUE VISITORS/MONTH

**234,000**

AVERAGE PAGE VIEWS/MONTH

Content Alerts

Two highly visible ad positions are available in weekly alerts notifying recipients of new EDUCAUSE Review content. These power-packed news bulletins are emailed directly to 40,000 inboxes on a weekly basis, keeping your company’s brand consistently in front of IT leaders.

**AD RATES**

- **Square** (250 x 250 px)
  - Single insertion: $1,870
  - 12 insertions: $18,700

- Sent weekly on Wednesdays, except holidays
- Artwork due 7 business days prior to issue date

**40,000**

CIRCULATION

**26.1%**

AVERAGE OPEN RATE

**12.9%**

AVERAGE CLICK-TO-OPEN RATE

**FILE SPECIFICATIONS**

- Max initial download file weight is 40K
- JPG and PNG file formats accepted
- Please specify the landing page URL at the time ad space is ordered
- For display advertising, animations must be no longer than 25 seconds; third-party tags accepted
- Animation is not accepted for content alerts
Corporate Membership

Corporations serving the higher education IT market and other related associations and organizations are invited to become corporate members. By joining EDUCAUSE, your organization will connect with over 99,000 higher education professionals from colleges and universities around the world. And you’ll be recognized for supporting the mission of the higher education community.

CORPORATE MEMBERSHIP—$3,150 ANNUALLY

- Discounted pricing and priority exhibit space selection at the EDUCAUSE Annual Conference
- Discounted pricing for corporate participation at other conferences throughout the year
- Complimentary ad in EDUCAUSE Review for those achieving partner status with most partner levels
- Full access to our research portfolio, articles, white papers, webinars, and more in our library
- Member listing in the online EDUCAUSE Member Directory
- Discounted pricing for attendance at conferences
- Discounted pricing on job listings through the Career Center

NEW MEMBERSHIP OPTIONS

- Emerging Edtech Membership—$785: Available to early-stage emerging edtech companies with revenue under $1M. [This membership can be held for three years maximum.]
- Consultant Membership—$525: Available to independent consultants and organizations with fewer than three employees.

ACHIEVE PARTNER STATUS

The EDUCAUSE Corporate Partner Program enables you to maximize brand awareness and show your significant support of the higher education community. Over the course of each year, the extent to which you participate in EDUCAUSE opportunities determines your annual placement in one of the program’s four levels.

For more information, visit educause.edu/CorporateMembership
CONTACT US

Advertising Sales
Kevin McDonnell
National Sales Manager
202.367.1259
advertising@educause.edu

Corporate Program
Carolyn Colman
Senior Manager, Membership Development
303.939.0326
colman@educause.edu

EDUCAUSE OFFICE

282 Century Place, Suite 5000
Louisville, CO 80027
303.449.4430 (phone)
303.440.0461 (fax)