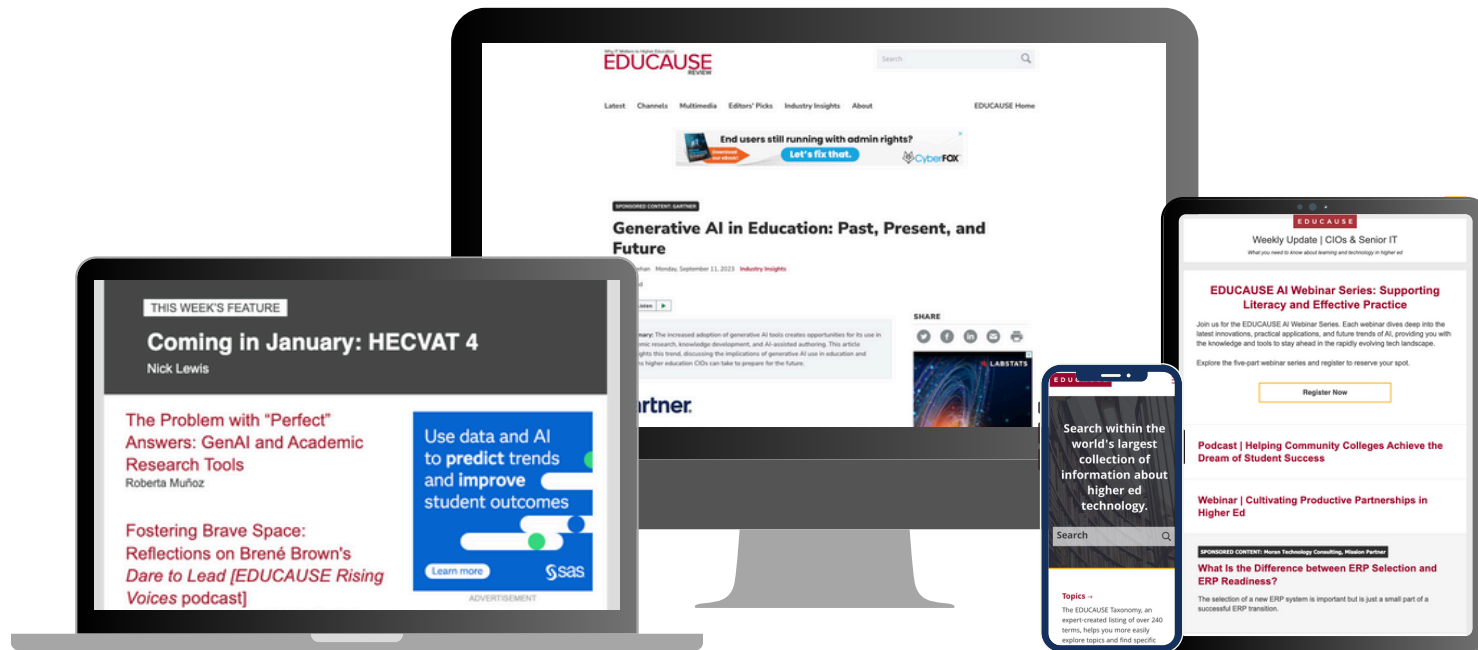# EDUCAUSE

Reach Technology Decision-Makers in Higher Education

EDUCAUSE Advertising

2025 Media Kit

Updated May 2025

Meet EDUCAUSE

EDUCAUSE is a nonprofit association that helps higher education professionals use and implement technology and data to support institutional success. We connect and empower our community of more than 115,000 individual members through insights, advocacy, resources, and learning opportunities to anticipate trends and strengthen professional practice.

2,100+
Member Organizations

115,000+
Individual Members

$10.6 Million
Median IT Spending Per Member Institution*
*Source: 2023 EDUCAUSE Core Data Service

Meet the EDUCAUSE Community

EDUCAUSE is the largest community of technology, academic, industry, and campus leaders whose mission is to lead the way, advancing the strategic use of technology and data to further the promise of higher education. We serve today's technology professionals at every level and every stage of their jobs—from entry level to senior leadership, from new hires to seasoned employees—and help build the technology leaders of tomorrow.

CIOs and Senior Technology Leaders
5,200+

IT Professionals
23,000+

Teaching and Learning Professionals
19,500+

Cybersecurity and Privacy Professionals
10,000+

Other Campus Leaders
25,000+

Data and Institutional Research Professionals
6,100+

- Chief Information Officers, VPs and Directors of IT
- Chief Academic Officers, Academic Leaders, Faculty, Instructional Designers, Academic Technology Specialists
- Chief Data Officers, Directors of Data Services, VPs of Institutional Effectiveness/Institutional Research, Data Analysts
- Presidents/Chancellors, Chief Business Officers, Chief Financial Officers, Librarians, Student Affairs/Student Success Professionals, Other Campus Executives/Managers
- Chief Information Security Officers, Chief Privacy Officers, Risk Managers, Analysts, Engineers
- IT Directors and Managers, IT Support, Enterprise Technology Professionals

Our Advertising Portfolio

EDUCAUSE offers many opportunities to reach higher education technology leaders and meet your company's strategic direction and business development goals. Items within our advertising portfolio are just one way to engage. Explore what's available below and contact us to create a custom package.

Thought Leadership → **Networking** → **Brand Exposure** → **Specialized Content & Communities**

Weekly Targeted Newsletters
(Reserved for EDUCAUSE Members)

Gain repeat exposure of your brand and thought leadership and drive traffic to your most valuable content by securing a spot in a weekly targeted newsletter of your choice. Choose to either link to a content marketing piece hosted on your website (an article, white paper, or report) or bundle or republish your *EDUCAUSE Review Industry Insights* article.

Choose Your Audience

Sent once per week for one calendar month.

	Reach	Average Open Rate	Average Click-to-Open Rate
CIOs & Senior IT	9,000	26%	6%
Teaching & Learning	22,000	26%	6%
Information Security	11,500	23%	5%
Information Technology	23,000	23%	3%

Article Rates & Specifications

Your Own Hosted Content Marketing Piece
First or Second Placement

Article Rate   **$4,380**

- Title: 8–9 words maximum.
- Brief summary (1–2 lines) and landing page URL.
- EDUCAUSE will be responsible for final layout.
- It is the advertiser's responsibility to gain permission prior to submission from any third parties being referenced.
- Materials due on the 15th of the month prior.

Bundled/Republished *Industry Insights* Article

First or Second Placement   **$2,390**

- Limited to 2 times per calendar year per article.
- Content cannot be more than 12 months old and cannot be previously published elsewhere, aside from the sponsor's website.

Deadlines, send dates, and reach are subject to change. Major holidays and select weeks are excluded.

Monthly Targeted Newsletter
(Reserved for EDUCAUSE Members)

Looking to gain exposure of your brand and thought leadership with other higher education campus leaders? Secure a spot in the Campus Monthly targeted newsletter. Choose to either link to a content marketing piece hosted on your website (an article, white paper, or report) or bundle or republish your *EDUCAUSE Review Industry Insights* article.

Audience
Sent once per month on the last Thursday.

	Reach	Average Open Rate	Average Click-to-Open Rate
Other Campus Leaders A broad reach including presidents and chancellors, chief data and privacy officers, librarians, institutional research professionals, and other campus executives.	24,000	25%	5%

Article Rates & Specifications

Your Own Hosted Content Marketing Piece
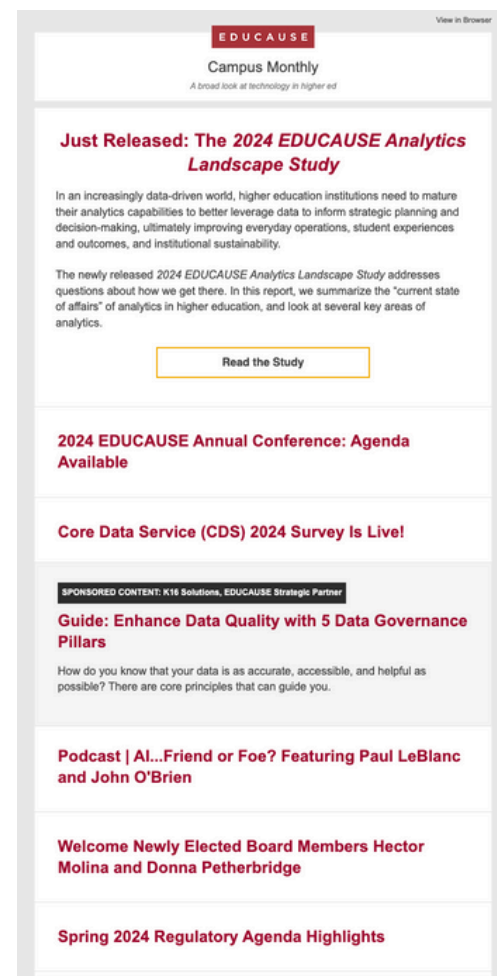First or Second Placement

Article Rate $3,800

- Title: 8–9 words maximum.
- Brief summary (1–2 lines) and landing page URL.
- EDUCAUSE will be responsible for final layout.
- It is the advertiser's responsibility to gain permission prior to submission from any third parties being referenced.
- Materials due on the 15th of the month prior.

Bundled/Republished *Industry Insights* Article
First or Second   **$2,390**
Placement

- Limited to 2 times per calendar year per article.
- Content cannot be more than 12 months old and cannot be previously published elsewhere, aside from the sponsor's website.

Deadlines, send dates, and reach are subject to change. Major holidays and select weeks are excluded.

Industry Insights Articles

(Reserved for EDUCAUSE Members)

The *Industry Insights* channel in *EDUCAUSE Review* provides you with a rich avenue for sharing your thought leadership on the use of technology in higher education.

Benefits Include:

- Inclusion in an *EDUCAUSE Review* Content Alert email.
- Evergreen content housed in the EDUCAUSE Library.
- *EDUCAUSE Review* home page listing on the publication date.

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Article Rate   **$3,250**

Gain Additional Exposure
Bundle or republish your Industry Insights article in a targeted EDUCAUSE newsletter of your choice. See pages 4–5 for details.

Article Specifications

- Submit as a Word document.
- Must be original content not previously published (no reprints, website reuse, or AI-generated content).
- Topic must be suitable for a higher education technology audience (no K–12 education or non-technology topics).
- Article length: 1,800 words maximum.
- Up to 2 images (credit lines required).
- Company logo and URL are optional.

Also Required

- Title: 9 words maximum.
- One-sentence summary of article (2 lines maximum, 96 characters per line).
- Author's name and title.
- Copyright holder: can be in the author's name or the company name.
- Materials due 3 weeks before publication date.

EDUCAUSE will be responsible for final layout. Reach is subject to change. Contact us for the latest details.

3,700+ Average views/month

77,000+ Additional distribution via *EDUCAUSE Review* Content Alert emails

EDUCAUSE Review
Content Alerts

Secure a highly visible ad position in our power-packed email alerts that are sent directly to more than 77,000 inboxes weekly. Your ad will run consecutively for one month—keeping your company's brand consistently in front of campus decision-makers and technology leaders.

Ad Options & Rates

One of Two Square Ads (250 px x 250 px)		Exclusive Skyscraper Ad (250 px x 500 px)	
Members	**$4,120**	Members	**$5,200**
Nonmembers	**$5,150**	Nonmembers	**$6,230**

Details & Specifications

- Sent weekly on Wednesdays.
- Artwork due 7 business days prior to first month's issue date.
- Max initial download file size is 40K.
- JPG and PNG file formats accepted; animation is not accepted.
- Specify the landing page URL at time ad space is ordered.

Deadlines, send dates, and reach are subject to change.
Major holidays and select weeks are excluded.

25% Average open rate

5% Average click-to-open rate

77,000+ Total reach

Display Advertising

Draw eyes on your brand, products and services, or booth number (if you're exhibiting at an EDUCAUSE event) with an informative digital ad on our website. Your ad will display across some of our busiest web pages, which attract more than one million visitors per year (and an average of 165,000+ views per month), including *EDUCAUSE Review*, EDUCAUSE Library pages, and the EDUCAUSE Career Center.

Ad Options & Rates	Member	Nonmember
Leaderboard (728 px x 90 px)	**$57 CPM**	**$62 CPM**
Skyscraper (300 px x 600 px)	**$70 CPM**	**$77 CPM**
Rectangle (300 px x 250 px)	**$63 CPM**	**$68 CPM**

Minimum buy: 25,000 impressions per ad space. Custom packages available.

File Specifications
- Artwork due 9 business days prior to start date.
- Max initial download file size is 40K.
- JPG and PNG file formats accepted.
- Third-party tags accepted.
- Animation is not accepted.

**165,000+** Average views/month

728 px x 90 px

300 px x 600 px

300 px x 250 px

Ad Retargeting

Ad retargeting allows you to strategically serve highly relevant ads to the *right* audience at the *right* time. It uses simple code to identify visitors to the EDUCAUSE website and reach them with ads wherever they go online, helping you increase your brand awareness and drive online engagement with your ideal customer.

As a bonus, you'll receive detailed reports of your campaign results, including the number of impressions and clicks and the geographic locations of where your ads are served.

60%
of viewers notice and consider purchasing products from retargeted ads.
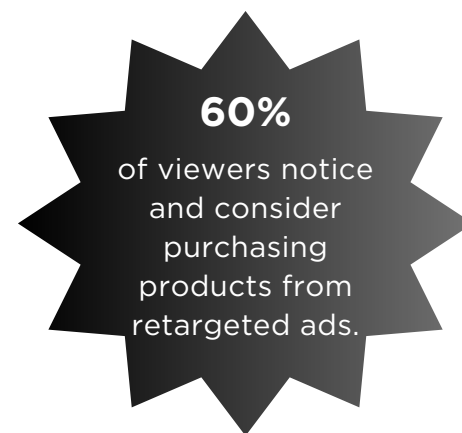
Step 1
Internet users visit the EDUCAUSE website.

Step 2
The user exits the EDUCAUSE website.

Step 3
Website visitor sees your ad on other web pages they visit.

Step 4
Visitor clicks your ad and visits your website or landing page.

File Specifications
- Artwork due 2 business days prior to start date.
- Three ad sizes required: 728 px x 90 px, 300 px x 250 px, and 160 px x 600 px.
- Max initial download file size is 40K.
- JPG or GIF static images only; animation is not accepted.
- Specify landing page URL at time ad space is ordered.
- Trade publication also requires company logo and general website URL to be provided.

Package	Member Rate	Nonmember Rate	# of Impressions
Entry	$1,670	$1,830	25,000
Select	$3,060	$3,215	50,000
Premier	$5,565	$6,121	100,000
Elite	$12,500	$13,775	250,000

educause.edu | advertising@educause.edu

P.S. There's even more to EDUCAUSE than our advertising portfolio.

Read on to discover the EDUCAUSE Corporate Engagement Program and benefits of EDUCAUSE membership.

EDUCAUSE Corporate Engagement Program

(Reserved for EDUCAUSE Members)

To strengthen the collaboration between private industry and higher education institutions—and *evolve* the higher education technology market—EDUCAUSE has reimagined our corporate members' experience with us and the community we serve.

Within the Corporate Engagement Program, you'll find comprehensive packages that are custom-built around your goals and your objectives—designed to allow more meaningful connections with our institutional community, not only at our signature in-person events but also through online opportunities year-round.

Imagine...

Year-round engagement with your target market

Direct access to technology decision-makers

A more strategic way to showcase your brand and thought leadership

An easier and more effective way to tell *your* story

Choose Your Package

(Reserved for EDUCAUSE Members)

EDUCAUSE
Mission Partner
2025

Exclusive, highest level of service.

✓ Visibility as a collaborator and change maker in higher education technology

✓ Direct and deep engagement with key community members

✓ Year-round partnership, recognition, and dedicated customer success manager

✓ Multiple content and thought-leadership opportunities

✓ Embedded event sponsorship and highest-priority selection for the EDUCAUSE Annual Conference—and much more

Choose Your Package

(Reserved for EDUCAUSE Members)

EDUCAUSE
Strategic Partner
2025

Exclusive, second-highest level of service.

✓ Year-round partnership, recognition, and dedicated customer success manager

✓ Multiple content and thought-leadership opportunities

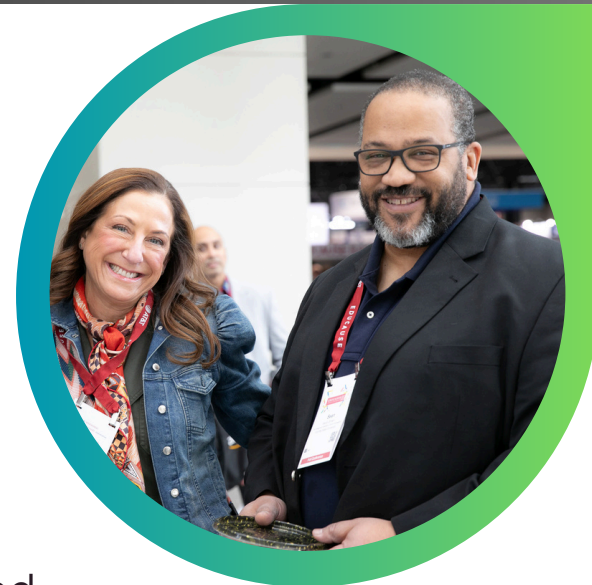✓ Embedded event sponsorship and high-priority selection for the EDUCAUSE Annual Conference—and much more

Choose Your Package

(Reserved for EDUCAUSE Members)

2025 EDUCAUSE Annual Conference

October 27–30 | Nashville, TN
Conference Partner Package

EDUCAUSE
Conference Partner
2025

Highest-level event package.

✓ Comprehensive event package

✓ Selection of an in-person presentation or conference sponsorship at no additional cost*

✓ Brand recognition

✓ Complimentary full conference registrations, and more

Following EDUCAUSE Mission and Strategic Partners.

Choose Your Package

(Reserved for EDUCAUSE Members)
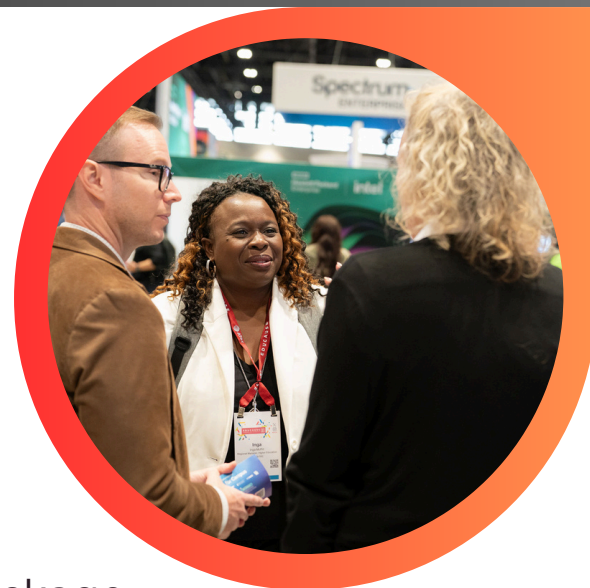
2025 EDUCAUSE Annual Conference

October 27–30 | Nashville, TN
Conference Supporter Package

Second highest-level event package.

✓ Comprehensive event package

✓ Selection of an online presentation, conference sponsorship, or networking opportunity at no additional cost*

✓ Brand recognition

✓ Complimentary full conference registrations, and more

Following EDUCAUSE Mission and Strategic Partners.

Corporate Membership

Corporations serving the higher education technology market and other related associations and organizations are invited to become EDUCAUSE members. By joining EDUCAUSE, your organization will connect with over 115,000 technology professionals across higher education and related organizations. And you'll be recognized for supporting the mission of the higher education community.

Membership Types & Dues for the 2025–26 Membership Year

Corporate Membership	**$3,751**
Emerging Tech Membership	**$933**
Consultant Membership	**$630**

With Membership, You and Your Team Can:

✓ Receive member pricing on our events, sponsorships, advertising, exhibits, and training programs.

✓ Move to the top of waitlists for events like the EDUCAUSE Annual Conference.

✓ Share your thought leadership on technology trends and best practices and collaborate on EDUCAUSE research.

✓ Make strategic connections year-round and join EDUCAUSE community groups.

✓ Attend member-only webinars and QuickTalks.

✓ Purchase EDUCAUSE Custom Analytics reports of key institutional findings, and more.

EDUCAUSE

Ready to Be Seen?

Our advertising opportunities are key assets to consider for your next marketing campaign.

Contact us to share your goals and objectives and learn how EDUCAUSE can help meet your needs. We look forward to hearing from you!

advertising@educause.edu | educause.edu/advertising

corp@educause.edu | educause.edu