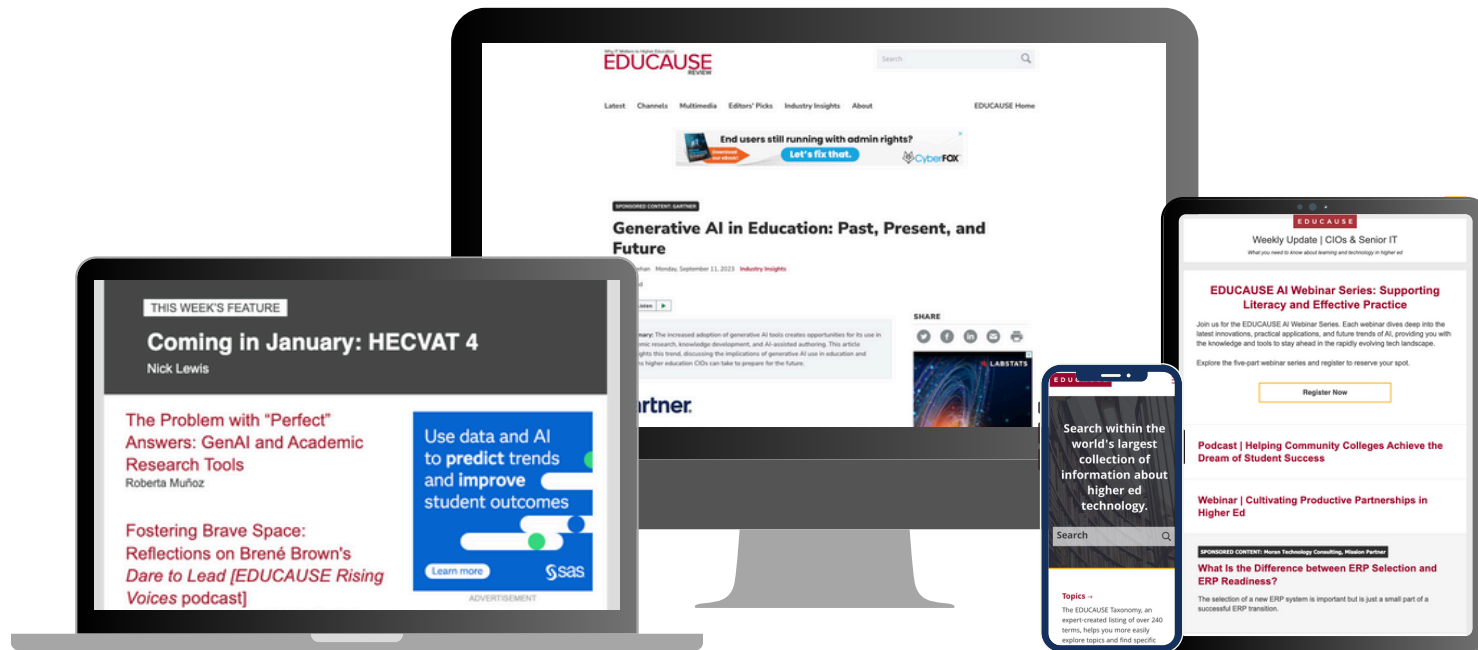


Reach Technology Decision-Makers in Higher Education



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.



- 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.



Targeted Newsletters 5-6

EDUCAUSE Review 7
Industry Insights Articles

EDUCAUSE Review 8
Content Alerts

Display Advertising 9

Ad Retargeting 10

Plus, be sure to check out:

Corporate 11-15
Engagement Program

Corporate Membership 16

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 **\$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.

educause.edu | advertising@educause.edu

EDUCAUSE

Weekly Update | CIOs & Senior IT

What you need to know about learning and technology in higher ed

Just Released! 2025 EDUCAUSE Top 10

Higher education has a trust problem. In the past ten years, the share of Americans who are confident in higher education has dropped by 21 percentage points, from 57 percent to 36 percent.

But the good news is that technology and data leaders and professionals can help address the great challenge of restoring trust in our sector. The 2025 EDUCAUSE Top 10 emphasizes how to rebuild trust in three ways:

- Building the competent institution
- Fostering the caring institution
- Leveraging the fulcrum of leadership

View the list and read the report to learn more!

We thank our 2025 Top 10 sponsors CDW, Gartner, and Jenzabar, EDUCAUSE Mission Partners.

View the Top 10

Register Now! EDUCAUSE Annual Conference Online, November 13-14

Register for the Webinar Series—Becoming a Data-Driven Institution

SPONSORED CONTENT | Moran Technology Consulting, Mission Partner

What Is the Difference between ERP Selection and ERP Readiness?

The selection of a new ERP system is important but is just a small part of a successful ERP transition.

Find Your Next Job or Qualified CIO, IT Manager, or Other IT Professional

MOST-VIEWED LAST WEEK

Webinar Recording | Core Data Service (CDS): Applying CDS Data to Institutional Data-Driven Decision Making

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

24,000

Average Open Rate

25%

Average Click-to-Open Rate

5%

Other Campus Leaders

A broad reach including presidents and chancellors, chief data and privacy officers, librarians, institutional research professionals, and other campus executives.

Article Rates & Specifications

Your Own Hosted Content Marketing Piece

First or Second Placement

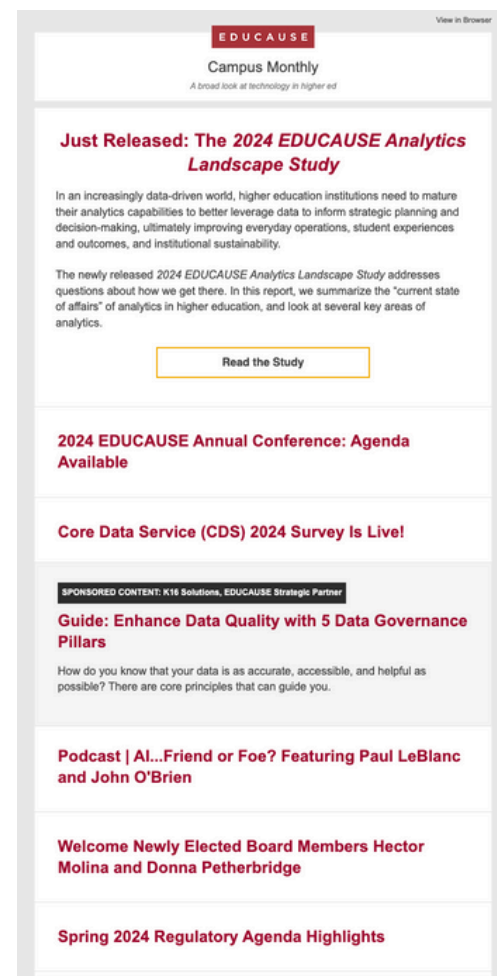
Article Rate \$3,800

- 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 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.

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.

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.

Industry Insights

Industry-sponsored articles offering best practices on the use of technology in higher education.

[RSS Feed](#)

3,700+
Average
views/month

SPONSORED CONTENT: LABSTATS

Gaining Deeper Insights into Institutional Data

LabStats | October 23, 2023

The combination of LabStats and Power BI renders a complete and insightful picture of institutional data for analysis, dashboards, apps, and much more.

SPONSORED CONTENT: LABSTATS

Unlocking Efficient Software Management at Higher Education Institutions

LabStats | September 25, 2023

Whether a college or university is dealing with cost-effectiveness, LabStats offers solutions for higher education institutions.

SPONSORED CONTENT: GARTNER

Generative AI in Education

Tony Sheehan | September 11, 2023

The increased adoption of generative AI in academic research, knowledge development, and student success highlights this trend, discussing education and actions higher education institutions can take.

Why IT Matters to Higher Education

EDUCAUSE
REVIEW

THIS WEEK'S FEATURE

Students' Perspectives on Using AI [video]

Sarah J. Buszka, Jeremy Cortez, and Isabella Meltzer

EDUCAUSE content featured in this newsletter is part of the EDUCAUSE Showcase Series spotlighting the most innovative issues in higher education. See [Smooth Transitions](#) for the Student Experience.

A Rubric Accompanying the Student Success Analytics Framework

Tasha Almond-Dannenbring and the EDUCAUSE Student Success Analytics Framework Rubric Working Group

IN CASE YOU MISSED IT

9 Ways to Help Students Use Technology to Get the Most Out of College

Elliott Felix

SPONSORED CONTENT: Gartner

Generative AI in Education: Past, Present, and Future

Tony Sheehan

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

**FORMING
EFFECTIVE
GUIDELINES
ON AI USAGE**
**GET THE
INFOGRAPHIC**

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)

Members	\$4,120
Nonmembers	\$5,150

Exclusive Skyscraper Ad (250 px x 500 px)

Members	\$5,200
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

250 px x 250 px

250 px x 250 px

250 px x 500 px

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.

EDUCAUSE
REVIEW

Search

Latest Channels Multimedia Editors' Picks Industry Insights About

728 px x 90 px

SPONSORED CONTENT: LABSTATS

Gaining Deeper Insights into Institutional Data

LabStats Monday, October 23, 2023 Industry Insights

3 min read



The combination of LabStats and Power BI renders a complete and insightful picture of institutional data for analysis, dashboards, apps, and much more.



LabStats has been delivering data-as-a-service solutions to higher education institutions for nearly two decades. Our commitment lies in providing the most dependable and comprehensive data, meticulously tailored to meet the specific requirements of IT teams within colleges and universities. In fact, the first version of LabStats was developed by a university computer lab manager who was trying to find a better way to do his job.



Credit: Joshua Sortino / Unsplash © 2023

We at LabStats have recently improved our ability to offer access to robust historical data through expanded API endpoints and thoughtfully designed Power BI Dashboard Templates.

165,000+
Average
views/month

SHARE

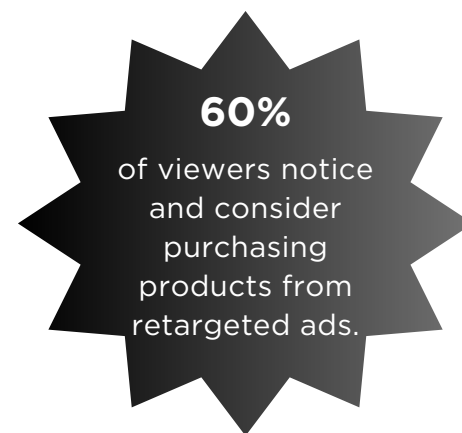
300 px
x
600 px

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.



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

**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 *evo/ve* 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)



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



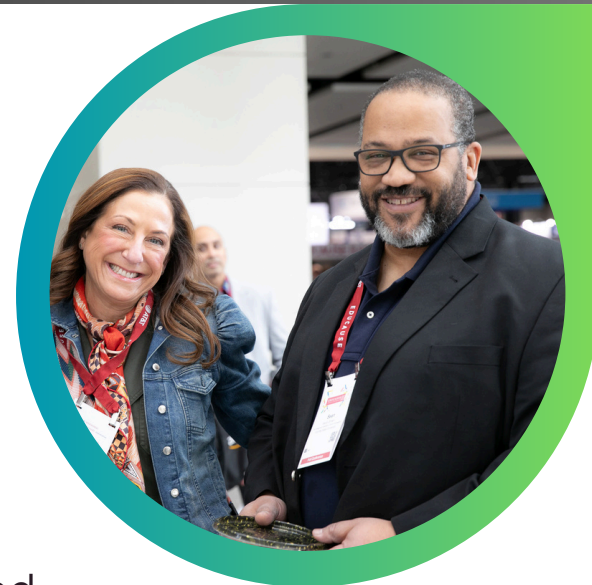
Choose Your Package

(Reserved for EDUCAUSE Members)



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



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

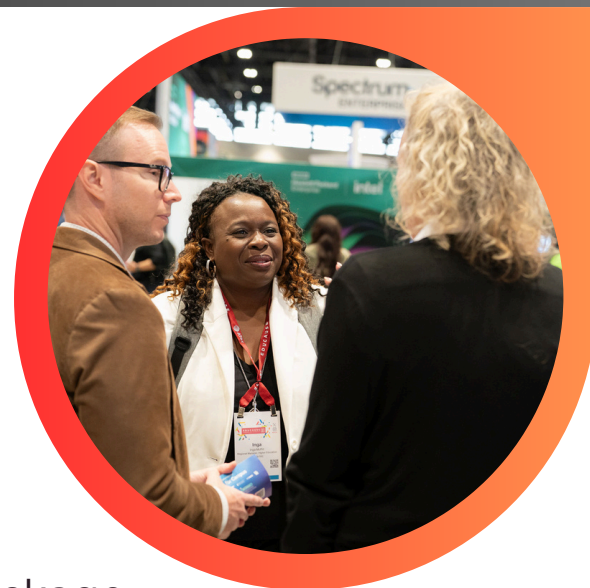
October 27-30 | Nashville, TN

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.

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