

Higher Ed Morning



Lead Generation

Banner and E-newsletter Advertising

Email List Rental

Contact:

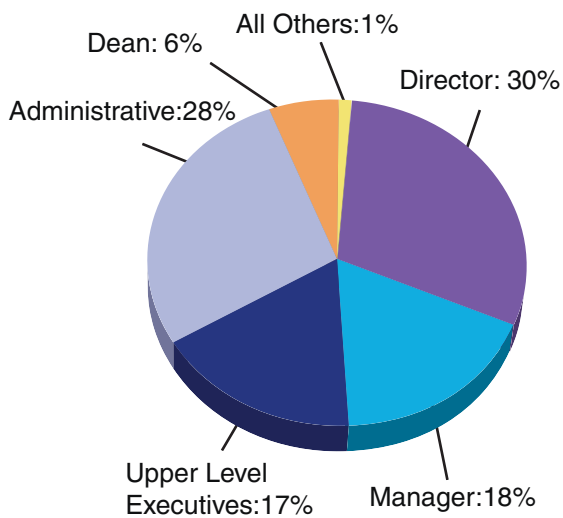
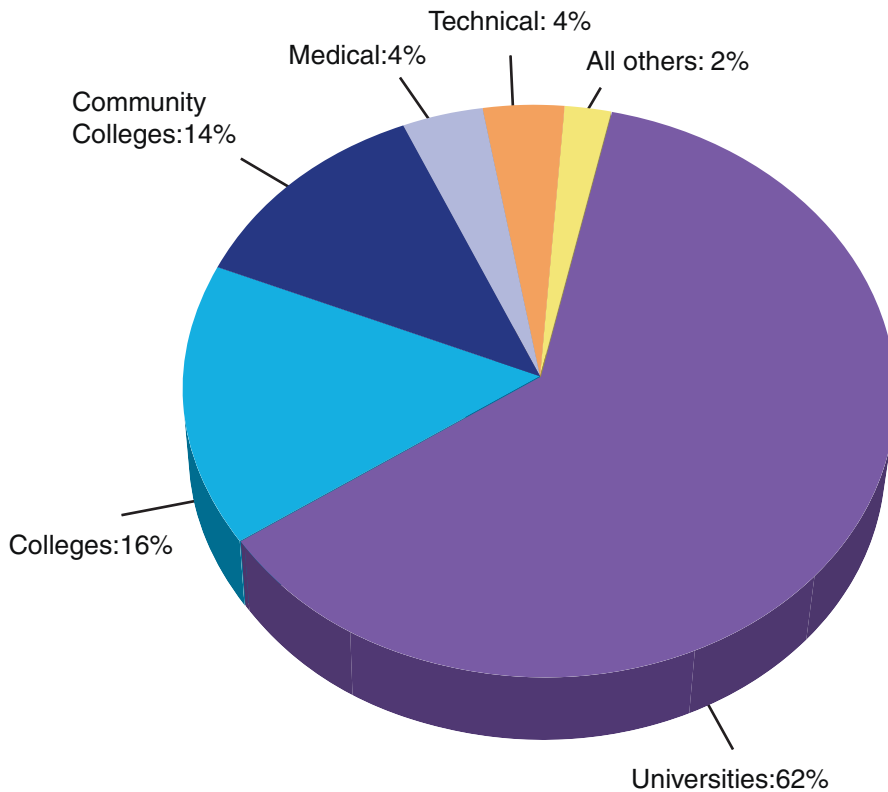
Mike Vitelli

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Key Subscriber Information

Higher Ed Morning subscribers are key decision makers at a variety of different colleges and universities.



Top Departments Represented	
Business Office/Finance	21%
Health	17%
Information Technology	16%
Facilities	15%
Academic Affairs	12%
Admissions	8%
Student Services	8%
Human Resources	4%

Display Ads, Industry Spotlight, & Direct eMarketing

Camtasia Relay
From your classroom to their iPod, Camtasia Relay delivers

HigherEd Morning
NEW find a job Higher Ed Jobs post a job

Special Report
Why are colleges banning the iPad?

Latest News & Views
Are college hookups losing their attraction?
Gun-toting students win court battle against school
Which are the greenest colleges in the country?
Student to school: You messed up my transcript!
Which college majors are at the top of the salary survey?
Is your school on the Most Stressful list?
Is pet coming to a dorm near you?
This week's sponsored content
Try the Sakai Collaboration and Learning Environment

Camtasia Relay
Around the clock Learning with Camtasia Relay
Learn More

This week's newsletter brought to you by:
University of Maryland University College
ANYTIME! ANYWHERE!
Get your graduate degree while continuing your career!
UMUC makes online education convenient!
GET STARTED TODAY! >>

Banner Ads

Display Units Available

- 728x90 Leaderboard
- 300x250 Rectangle

Newsletter

Sponsorship Available

- 728x90 Static Banner Ad
- AND
- 300x250 Rectangle

Industry Spotlight

Features:

- 2-week Homepage Features
- 1 eNewsletter Sponsorship

HigherEd Morning
Seeking a leadership position in the field of education? CAPELLA

Special Report
Why are colleges banning the iPad?

Latest News & Views
Are college hookups losing their attraction?
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Try the Sakai Collaboration and Learning Environment

Industry Spotlight
ALERT
Your offers domain digital signage software, sign and screen advertising solutions, and applications for digital messaging to displays and portable devices that allow users to create, import and manage their digital communications from anywhere and to deliver those messages to virtually any endpoint. Contact Steve at 800.575.4620 or www.entrinsic.com

entriSik

My Opinion...
With Friends With Benefits
Competitive group seeks for funding

ASU
No GRE required
Complete in 20 months
Financial aid available
100% online
Thousands of Teachers Choose ASU
Learn More!

Jobs
HigherEd Morning
Latest Job Postings

Live Webinar with the University of Miami Top 5 Tips for Choosing the Right Web Self-Service Solution

Learn How to Implement Web Self-Service for Your School

For Nikki Chun, eManager for the Division of Enrollment Management at the University of Miami, the task of selecting and gaining internal support for the right Web Self-Service technology was an enlightening experience. On April 29, Nikki will provide real world lessons-learned on how to source, buy and manage a world-class student self-service program.

Don't Miss this Real World Case Study on What to Look for When Selecting a Web Self-Service Provider

Register for this FREE Webinar

Date: Thurs, April 29, 2010
Time: 1:00PM - 2:00PM (EST)



Featured Guest:

HTML eBLASTS

Your message sent to our opt-in subscribers based on your criteria selection

2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$30
In-story Rectangle	300x250	\$30
Geo-Target Impressions	either IBU	\$35

E-Newsletters- Exclusive Sponsorship Include 728x90 AND 300x250

Ad Unit	Dimension	Number Weekly Issues	Rate *
LeaderBoard	728x90	1 issue (exclusive)	\$2095 each
In-story Rectangle	300x250	3 issues (exclusive)	\$1795 each

E-Blasts

Select	Rate *
Entire Database	\$200/CPM
Selects — including title, geo, industry (SIC), and company size	\$250/CPM

*discounts available for multi-week runs

Industry Spotlight Pricing Starts at \$2,395 per Asset

Showcase your White paper, PodCast, Demo, etc... on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90, 300x250, or 160x600)

Lead Generation

Customized Program-content syndication. Call for Details. Average \$50CPL

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

Content Editorial

Client written industry related article posted for a week. Rate: \$300

Call for Details. Average \$50CPL

Article will not mention own product or service, can be upgraded to sponsored content for \$500.

Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max

eNewsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-depending on font size

Email Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: HigherEdMorning.com's standard partner opt-out will also be included at the end of the email.)
- Seeded Names -Suppression List

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. HigherEdMorning.com will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

Design Guidelines

HigherEdMorning.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. HigherEdMorning.com prohibits ad vertisers from displaying ads or infomercials in such a way so that the reader believes the content is news, rather than advertising. Fonts and text elements may not resemble HigherEdMorning.com content.

E-Newsletters

For optimal email viewing, e-newsletter ads must be static jpg or gif only

E-blasts

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

Prior approval from HigherEdMorning.com must be given for use of the following rich media types.