

UB University Business[®]

2021 Media Planner

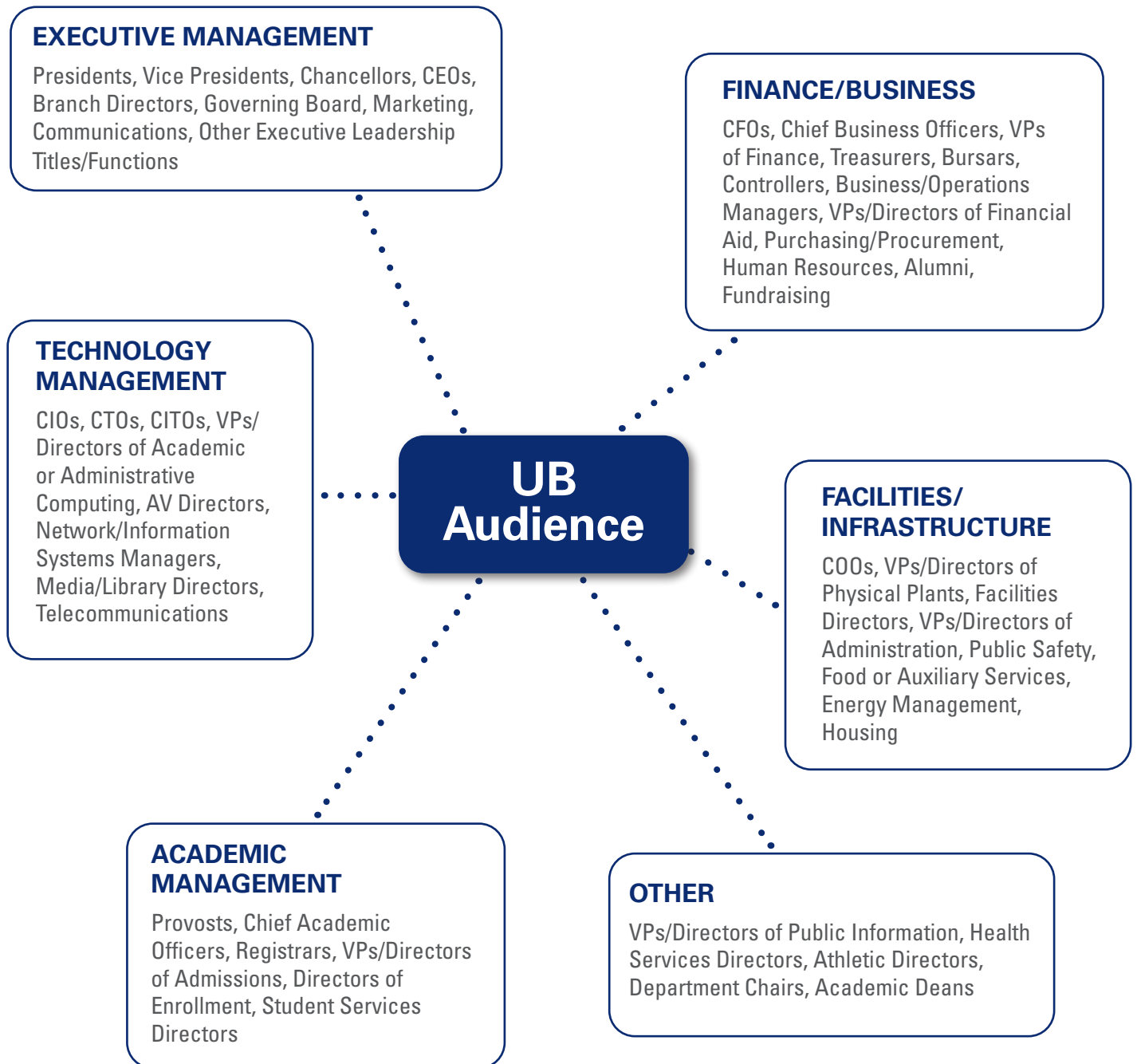
Your Connection to Higher Education Decision-Makers

Utilize a fully **integrated network of marketing solutions** to access and engage our powerful audience.



The UB Audience Represents Higher Education Leadership

Our readers include all members of the purchasing team who actively use UB media when seeking solution partners that address college and university needs.



UB media connects your brand with college and university leaders at every step in their buying journey.

We use our deep audience knowledge and market expertise to leverage the trusted relationships we've built in this space, for your brand.

Data-Driven Targeting Solutions

Deliver brand contact across print and digital platforms and capture interest from your designated target audience to maximize lead acquisition.

CONTENTEDU

Our experienced team of education writers can develop relevant and compelling multimedia assets to support your marketing strategy.

- ✓ Case Studies
- ✓ White Papers
- ✓ Articles
- ✓ Infographics
- ✓ Interviews

Content Syndication

Leverage UB's highly targeted promotional strategies to drive engagement with your content. We use firmographic and demographic data to build a designated target audience, ensuring that the right people are engaging with your content.

Account-Based Marketing

ABM takes a strategic approach to target your defined organizations and decision-makers. We use deep customer insight to create a personalized marketing program that engages your targeted accounts on the right media platform in order to drive business growth and impact.

High-Yield Digital Ad Targeting

Ensure that your ads are viewed on the trusted sites your targets frequent, for zero waste. This solution couples the best in-network engagement with a web extension strategy to maximize brand reach and message exposure.

Thought Leadership

Web Seminar

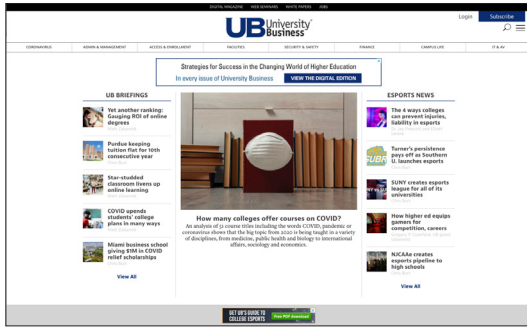
These live events reinforce your industry leadership on a topic of importance, all while boosting your sales pipeline with qualified leads. Our expert team facilitates scheduling, promotions, and registrations, helping you create a compelling program that attracts and engages your audience.

Market Intelligence Survey

Use research insights to drive strategic marketing decisions. Our content team will develop a brief survey to measure the pulse of your target market, and deliver a custom report with a summary of survey findings.



High-Impact Advertising



Print and Digital Magazine
More than a media brand, UB is a trusted resource for higher education leaders, and it is focused on solutions and informed by a commitment to helping these leaders discover and employ best practices from colleges and universities across the U.S. UB magazine's print and digital editions reach **68,000+** decision-makers per issue.

UniversityBusiness.com

Our site enables deep engagement with advertising content and more premium opportunities to meet your marketing goals.

Ask about our High-Yield Digital Ad Targeting strategy, where we ensure your ads are viewed on the trusted sites your defined targets frequent...with zero wasted dollars.

UB Newsletters

Increase your brand's visibility with our qualified subscriber base. **Native and display advertising solutions** in UB's expertly curated newsletters engage readers with your brand in a format that inspires trust and spurs action.

UBdaily

Connecting with the widest audience of higher education decision-makers in the resource they rely on – and respond to – every weekday

UB Weekend Roundup

Providing an absorbing content experience in a collection of the week's most important higher education stories

UB|Tech

Tailored specifically to the leaders responsible for purchasing and implementing technology solutions on their campus.



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