

## Align your branding and message delivery with our sought-after content

UB's expertly curated newsletters offer native and display advertising solutions in a format that engages decision-makers and spurs action.

- ✓ Reach a qualified audience in a trusted resource that delivers essential news and insights tailored to their role.
- ✓ Highlight your branding with billboard and banner ad positions that keep your brand top of mind with your preferred audience.
- ✓ Collect marketing-qualified leads with native content placement. You will have access to live lead reports with contact information for everyone who clicks on your native ad content.
- ✓ Demonstrate your company's thought leadership, subject matter expertise and success to the decision-makers who are empowered to bring your solution to their institutions.

### Ask us for the latest circulation numbers

#### UB Daily

Reach the widest audience of higher ed decision-makers in the resource they rely on – and respond to – every weekday. UB Daily offers display and native advertising opportunities within a look at the latest higher education headlines.

Frequency: Daily (Monday-Friday)

##### Display Advertising

600x235 Billboard (1 available/issue)

600x100 Banner (4 available/issue)

##### Sponsored Content

Title: 8-10 words

Abstract: 25 words

Content Link: URL for landing page where content resides

**Space is limited to two sponsored content items per issue of UB Daily.**

One of these is a premium position immediately beneath the first news item.

The screenshot displays the UB Daily newsletter layout. At the top, the logo 'UBdaily' is followed by 'VIEW IN BROWSER' and social media icons. Below the header is a dark blue 'Billboard 600x235' ad. The main content area features a news article titled 'How revised Title IX alters colleges' sex assault response' by Matt Zalaznick, with a 'Read More >>' link. Below this is a 'Sponsored Content' section for Sourcewell, titled 'Sourcewell helps deliver new field and fast', also with a 'Read More >>' link. Another news article follows, 'How colleges are beginning to teach about coronavirus' by Matt Zalaznick, with a 'Read More >>' link. At the bottom, there is a dark blue 'Banner 600x100' ad.

## UB Tech

Engage with CIOs, CTOs, and Technology Directors in this twice-monthly newsletter. UB Tech provides the latest technology news curated for the leaders responsible for purchasing and implementing technology solutions for their institutions.  
 Frequency: Twice Monthly



**UB | Tech**  
 Brought to you by University Business and the UB Tech® Conference

**How GIS technology makes campuses safer**  
 Mark Rowh  
 4 answers administrators need about how geographic information systems and indoor positioning systems work to protect campus communities. [Read more>>](#)

**How one university accelerated admissions from months to days**  
 Sponsored by Laserfiche  
 As institutions work towards enrollment growth, they must adopt process automation initiatives to manage this influx and meet tech-savvy students' expectations while keeping

## UB Academic Esports

Drive brand engagement and use your content to educate higher education decision-makers in the resource they look to for the latest news and upcoming trends in the fast-growing world of academic esports.  
 Frequency: Monthly



**ACADEMIC ESPORTS CONFERENCE & EXPO** VIEW IN BROWSER  f t  
 A roundup of esports news and notes for K-12 and higher education.

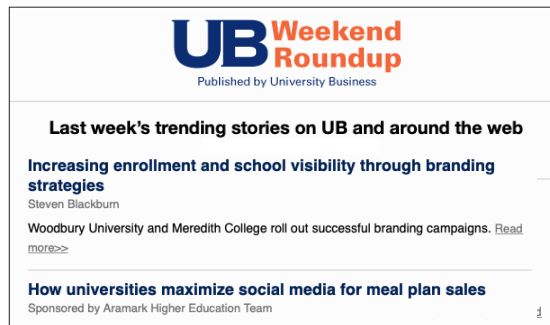
**TRENDING**

**Academic Esports Conference and Expo announces agenda**  
 The three-day event features nearly 60 sessions with academic and esports experts who will address needs at both K-12 and higher education and offer strategies, guidance and best practices. [More on the show](#)

**NAECAD provides framework for success for esports leaders**  
 Chris Burt  
 Through its membership, clinics and conferences, the organization that oversees esports coac

## UB Weekend Roundup

Connect with a large cross-section of higher education decision-makers to create a meaningful content experience in a collection of the week's most important higher education stories, curated for a deeper, weekend read.  
 Frequency: Weekly



**UB Weekend Roundup**  
 Published by University Business

**Last week's trending stories on UB and around the web**

**Increasing enrollment and school visibility through branding strategies**  
 Steven Blackburn  
 Woodbury University and Meredith College roll out successful branding campaigns. [Read more>>](#)

**How universities maximize social media for meal plan sales**  
 Sponsored by Aramark Higher Education Team

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Sponsored Content Link: URL for landing page where content resides

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Positions are granted on a first come, first served basis.

**For more details and to customize your program, contact:**

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