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.
**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*

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**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*

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**Display Advertising**

- 600x235 Billboard (1 available/issue)
- 600x100 Banner (4 available/issue)

**Sponsored Content**

- Title: 8-10 words
- Abstract: 200 characters or less

Sponsored Content Link: URL for landing page where content resides

*Space is limited to two sponsored content items per issue of each newsletter. Positions are granted on a first come, first served basis.*

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For more details and to customize your program, contact:

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