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.

How revised Title IX alters colleges’ sex assault response
Matt Zakrzewicz
The Trump administration’s new rule for Title IX allows college students accused of sexual assault or harassment to have live hearings and cross-examine accusers. Read More >>

Sourcewell helps deliver new field and fast
Sponsored by Sourcewell
Iowa football players had a winning season on fresh turf. University staff turned to Sourcewell to help replace the aging field in time for kickoff. Read More >>

How colleges are beginning to teach about coronavirus
Matt Zakrzewicz
The coronavirus and COVID-19 are making it onto the curriculum at a growing number of colleges and universities that will teach the economics of pandemics and community service. Read More >>
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 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

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

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

Sponsored Content
Title: 8-10 words
Abstract: 25 words

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.

For more details and to customize your program, contact:
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