



Inside Higher Ed Online Advertising FAQ

What is a banner ad “impression?”

A key advantage of online advertising is that you are charged only for the number of times your ad is seen by a reader, not how many copies of it are printed or mailed out. Each time your ad is displayed along with one of our editorial pages, one “impression” is counted off the total for your campaign.

- Campaigns are generally charged according to a “CPM,” which is a cost for each thousand impressions generated (cost per thousand).
- Ads with moving images (Flash, animated gifs) only register one impression each time they are viewed, even if multiple panels are displayed.
- Because your ad is only delivered when a person loads a page from our site you pay only when there are real live eyeballs on your ad. One impression means one person was on the page when your ad was delivered.

Why don’t I see my ad every time when I come to your site?

If you purchased a banner campaign of, say, 50,000 impressions, Inside Higher Ed’s ad serving system will show the ad 50,000 times (spread out evenly over the time period you requested) and then stop displaying it. Since Inside Higher Ed has more than 2.75 million page views per month, you would have to buy a tremendous number of impressions to be seen constantly throughout a 30-day period.

Also, several ads are often delivered into one banner ad position. You might see your ad on Inside Higher Ed’s home page, and then see a different ad there when you return later. This means that several advertisers have bought campaigns, and our ad serving system is gradually delivering their impressions within overlapping time periods.

What is a page view?

Each time an editorial story or the home page of Inside Higher Ed is viewed by a reader, one “page view” is recorded. Because each page carries several ads, the number of ad impressions and page views on the site will always differ in a given month.

What kind of confirmation do I get that my ad has been shown?

Our ad serving system (DART/DoubleClick) tracks the number of impressions generated for each ad, as well as the number of times people click on the ad (clicks cannot be tracked on flash ads). We are happy to supply you with these statistics, either monthly, or at the end of your run.

Why do you ask for my banner ad in two sizes?

We’ll rotate your ad throughout the site during its run (this is what run-of-site refers to), so your ad will appear on both the home page and on the story-level pages during the campaign. Having your ad at both sizes gives us maximum flexibility to deliver your schedule as promised. We run

ads at the rectangle size (300x250 pixels) on the home page and the story-level pages and at the skyscraper size (160x600 pixels) on the story-level pages.

How many clicks will I get?

Click rates are affected by two key factors:

- **Size of your target:** If your product or service is targeted at the entire higher education audience, you will generate a stronger response than if you are reaching out to a highly targeted subset of our readers. The clicks you get will always be meaningful; the total will vary depending on the messaging.
- **Your ad:** Advertisers who are new to the internet often create a pure “image” ad, and then sometimes wonder why few people click on it (if that’s what they were expecting). On the web, readers are accustomed to being asked to “click here” to get information, a free booklet, or to sign up for something. If response is important to your message, then invite the reader to click on your ad and lead them to more detailed information. Tell them to “learn more” about the specific topic you cover on your website, or find out about membership or upcoming event, or whatever it is you are selling. And make sure the entire ad is clickable (and not just a word or two) to increase participation.

What is Inside Higher Ed’s Daily News Update e-mail and can I advertise on it?

Inside Higher Ed sends out a Daily News Update e-mail to its subscribers every weekday morning. Currently more than 97,000 subscribers have opted in to this free service. The Daily News Update e-mail has three banner ad positions (300x250 pixels) at \$6,600 per week for corporate clients (\$6,000 for institutional branding clients and \$5,000 per week for non-profits), as well as two text ad spots (25 words of text plus a linking URL) at \$3,500 per week. You need to call for space availability as space sell out far in advance.

How do I get started?

Visit <http://insidehighered.com/advertise> for more information and download a PDF of our display advertising rate sheet. Or contact your account manager (see who handles what, below) and they will provide you with a written proposal that includes the type of advertising you want to purchase, the run dates, and the proposed costs associated with your campaign. Please note that dates are not confirmed until a signed advertising contract has been received.

Corporate clients should contact Bill Baird, Director of Corporate Advertising, at bill_baird@sbcglobal.net and 818-879-0140

Institutional branding clients (colleges and universities looking to run a marketing campaign promoting their institution) contact Todd Thompson, Account Manager, Institutional Branding, at todd.thompson@insidehighered.com and 202-448-6137

Associations, publishers, university presses, consultants, and marketing firms looking to promote membership, conferences, publications, fellowships, consulting services, and graduate programs – contact Trish Sabino, Display Advertising Manager, at 202-448-6141 and trish.sabino@insidehighered.com

International clients contact Svitlana Barnes at +44 (0)7746 184 945 and svitlana.barnes@insidehighered.com