Campus Technology addresses topics and trends relevant to higher education IT and administrative decision-makers who are experiencing disruptive challenges around IT infrastructure, data management, evolving instructional environments, emerging tech and more.
Campus Technology is higher education’s go-to resource on the technologies and trends impacting colleges and universities today. Readers include campus decision-makers at all levels, from administrators and IT executives/directors/managers to instructional technologists and tech-savvy faculty who rely on Campus Technology to keep up with the latest tech trends, plan IT strategy, make purchasing decisions and improve their job performance.

Through our extensive portfolio of digital media, Campus Technology provides valuable how-to content, best practices, strategies and expert advice to help IT leaders advance the adoption, implementation and utilization of technology at their institutions. Critical topics covered include Data Analytics, Networking & Wireless, Next-Gen Learning Spaces, Security, Cloud Services, Hyflex Learning and Management of all tools to Student Success.
MARKET SERVED

Campus Technology serves Policy/Top-Level Institutional Executives and Management, Administration/Administrative Management, Information Technology Directors/Management, Instructional Program Management/Departments, Directors/Management of Institutes/Research Programs/Associations, and Directors/Management of Campus Services.
TARGET MARKET:
Higher Education Technology Decision Makers

AUDIENCE PROFILE

4-year College/University 77%

2-year College 18%

Government Organization 2%

Vocational/Technical College 3%

Job Functions*

Policy/Top-Level Institutional Exec/Mgmt 27%
Administration/ Administrative Mgmt 25%
Information Technology Dir/Mgmt 26%
Instructional Program Mgmt/Dept 17%
Institutes/Research Programs/Assoc 2%
Campus Services 3%

CampusTechnology.com
Monthly Page Views**

235,000

* Source: ** Google Analytics
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728 x 90, 160 x 600, or 300 x 250 sponsorship available
SERVICES & PROGRAMS

BRANDING

Banner Ads
Catch the eye of a targeted Higher Education audience and drive them to your website with a ROS or High-Impact Banner Ad.

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Focus eNewsletters
Engage readers with a sole-sponsor custom email promotion co-branded with Campus Technology highlighting your brand’s value through a direct marketing approach.

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Showcase one of your key executives as a thought leader in higher education technology.

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*All Innovative Insights programs include a lead generation component
Tech Tactics
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Position your company as an industry leader through a custom, sole-sponsored solution center.

Content Syndication
Present your company as a leading subject matter expert when you post your whitepapers, relevant articles, webcasts and more in a topic-specific asset library.

EVENT
Virtual Event
Campus Technology Virtual Summits are one-day virtual events offering a wealth of ideas, best practices and unbiased case studies focused on current tech trends in higher education, such as distance learning, data analytics, IT strategy and more. Sessions are moderated by our editorial team and feature presentations by educators, IT leaders and experts in the field. All at no charge to the attendee!

ADDITIONAL SERVICES:
- Custom Research
- Content Creation
- Custom Projects on Spec

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