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%
Governments/Nonprofit: 2%
Vocational/Technical College: 3%
Campus Services: 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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<thead>
<tr>
<th>Newsletter</th>
<th>Frequency</th>
<th>Distribution</th>
<th>Demographics</th>
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<tr>
<td><strong>Campus Technology News Update</strong></td>
<td>2x/week</td>
<td>35,000</td>
<td>C-Level / Admin</td>
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<tr>
<td>Breaking stories in higher education technology.</td>
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<td><strong>IT Trends</strong></td>
<td>2x/ month</td>
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<td>Tactics and insights for technology leaders in higher education.</td>
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<td><strong>Campus Technology Learning Environments</strong></td>
<td>2x/month</td>
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<td>Tech, tools and learning strategies for 21st century education.</td>
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<td><strong>Campus Technology Insider</strong></td>
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<td>Trends and analysis in higher education technology.</td>
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<td><strong>C-Level View</strong></td>
<td>1x/month</td>
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<td>Strategic discussions on technology in higher education.</td>
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<td><strong>College to Workforce</strong></td>
<td>1x/month</td>
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<td>Preparing students for career success with next-gen skills in STEM, AI and more.</td>
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<td><strong>Campus Technology Pulse</strong></td>
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<td>Keeping technology leaders up-to-date on data and reports from the field.</td>
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SERVICES & PROGRAMS

**INNOVATIVE INSIGHTS**

**Snapshot Strategic Report**
Target higher education IT decision makers through 4-5 unique editorial articles based on the strategic topic of your choice. Report to be featured alongside sponsor-narrated content on a custom created microsite and promoted for guaranteed marketing impressions.

**Viewpoint**
Engage higher education decision-makers through a unique, creatively designed Q&A asset and sole-sponsored podcast.

**GameChanger**
Sponsor a 4-page digital report highlighting game-changing technology within *Campus Technology*.

**Industry Perspective or Industry Speaks Q&A**
Showcase one of your key executives as a thought leader in higher education technology.

**Tech Tactics**
Increase your presence as a Higher Education thought leader through a helpful, easy to digest asset- 5 Do’s and 5 Don’ts on your specific topic.

**Custom Whitepaper or Case Study**
Strengthen your competitive position by developing a custom asset highlighting a customer success story or an innovative product/solution.

**Custom eBook**
Utilize our highly regarded editorial content to assemble a portfolio of targeted articles to create a sole-sponsored resource guide.

**Strategic Spotlight Series**
Take higher education decision-makers on a 90-day informational journey through an important trend, evolving challenge, or other topic of your choice with this 3-part custom whitepaper series.

**Gamechanging Viewpoint**
Draw higher education decision-makers in with this unique multimedia program. 4 pages of insightful, editorial content set the stage for an informative Q&A style podcast with your industry expert on the trend, technology, or topic of your choice.

**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!

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*All Innovative Insights programs include a lead generation component

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For more information, contact:

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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.

eNewsletters
Target higher education technology decision-makers and stakeholders with sponsorship opportunities in our weekly and monthly eNewsletters.

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.

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

WEBCASTS

Editorial Webcast
Campus Technology will host an editorial webcast presentation based on the topic of your choice. Campus Technology’s editorial team will acquire the speaker(s) and drive the content of the presentation.

Partner Webcast
Choose a topic to represent your brand and create a customized webcast that includes an editorial moderator from Customer, a customer and a representative from your company.

Digital Dialogue
Extend the life and reach of your webcast with an exclusive event summary of the presentation.

CONTENT SYNDICATION

Education Resource Center (Microsite)
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.

For more information, contact:

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