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.
About Campus Technology

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 Management, Digital Infrastructure, Next-Gen Learning Spaces, Security, Cloud Services, Hybrid Learning, and Tools for Student Engagement/Student Success.

90% of readers are involved in purchasing technology at their institutions.
Target Market

- 77% – 4-year College/University
- 18% – 2-year College
- 3% – Vocational/Technical College
- 2% – Government Organization

Job Functions

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

CampusTechnology.com Monthly Page Views

235,000

*Source: Google Analytics*
eNewsletters

**Campus Technology** eNewsletters are content-rich information sources that are delivered directly to the inboxes of higher ed decision makers. All recipients have opted-in to receive these weekly or monthly updates that include the most recent news, trends, research, insights and discussions related to technologies impacting the districts, institutions and classrooms.

<table>
<thead>
<tr>
<th>eNewsletter</th>
<th>Frequency</th>
<th>Distribution</th>
<th>Demographics</th>
</tr>
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<tbody>
<tr>
<td><strong>Campus Technology News Update</strong></td>
<td>2x/week</td>
<td>40,000</td>
<td>C-Level/Admin: 40%</td>
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<tr>
<td>Breaking stories in higher education technology.</td>
<td></td>
<td></td>
<td>Information Technology (IT): 33%</td>
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<td></td>
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<td>Instructional Tech: 27%</td>
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<tr>
<td><strong>Campus Technology Tech Tactics</strong></td>
<td>2x/month</td>
<td>35,000</td>
<td>C-Level/Admin: 41%</td>
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<tr>
<td>Strategies and insights for technology leaders in higher</td>
<td></td>
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<td>Information Technology (IT): 36%</td>
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<td>education.</td>
<td>*Periodic bonus distribution</td>
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<td>Instructional Tech: 23%</td>
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<tr>
<td><strong>Campus Technology Learning Environments</strong></td>
<td>2x/month</td>
<td>40,000</td>
<td>C-Level/Admin: 37%</td>
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<td>Tech, tools and learning strategies for 21st century ed.</td>
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<td>Information Technology (IT): 34%</td>
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<td>Instructional Tech: 29%</td>
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<tr>
<td><strong>Campus Technology Insider</strong></td>
<td>1x/month</td>
<td>55,000</td>
<td>C-Level/Admin: 40%</td>
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<td>Trends and analysis in higher education technology.</td>
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<td>Information Technology (IT): 33%</td>
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<td><strong>C-Level View</strong></td>
<td>1x/month</td>
<td>20,000</td>
<td>C-Level/Admin: 41%</td>
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<tr>
<td>Strategic discussions on technology in higher education.</td>
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<td>Information Technology (IT): 36%</td>
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<td><strong>College to Workforce</strong></td>
<td>1x/month</td>
<td>35,000</td>
<td>C-Level/Admin: 41%</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>Information Technology (IT): 36%</td>
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<td></td>
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<td>Instructional Tech: 23%</td>
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<tr>
<td><strong>Campus Technology Pulse</strong></td>
<td>1x/month</td>
<td>40,000</td>
<td>C-Level/Admin: 40%</td>
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<tr>
<td>Keeping technology leaders up-to-date on data and reports from the field.</td>
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<td>Information Technology (IT): 33%</td>
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<td></td>
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<td>Instructional Tech: 27%</td>
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**Sponsorships:**

728x90, 300x250, 160x600
Custom Idea Board

Tech Horizons Special Report
Directly address the challenges and opportunities facing higher education in this in-depth PDF asset with 7–8 pages focused on the topic of your choice. First our editorial team will capture the attention of IT decision makers by discussing the unique higher education market and the paramount need for colleges/universities to evolve to meet mission critical tasks (specifically targeted to your topic). Then the asset will dive into the solutions required to meet the need by spotlighting TWO SME/executive interviews in an easy-to-read Q&A format and recorded podcasts.

Executive Voice and Podcast
A member of our editorial team will highlight TWO Subject Matter Experts/Executives about how a major innovation or evolution of a market trend or challenge has changed how the higher education market views your product set, in this exclusive two-article custom asset totaling 5 to 6 pages.

Insider Toolkit
Leverage our expert higher education voice through five unique editorial articles based on the strategic topic of your choice. Although all five articles are strictly editorial, our talented writers will interview your SME to influence the content. The Snapshot report allows sponsors to captivate higher education decision makers through the powerful content they trust. The final report will be featured alongside sponsor-narrated content on a custom-created microsite.

Strategic Spotlight Series
Boost your competitive edge through a topic based strategic 3-part series. These three unique assets launched at 30-day intervals are designed to take the higher education audience on a 90-day informational journey addressing an important trend or challenge facing the higher education technology landscape.

Market Pulse Survey & Executive Summary
Gain valuable insight from an engaged audience of higher education technology professionals to determine attitudes and reactions, measure customer satisfaction, or gauge opinions about current initiatives. Following the survey, our team will provide a deeper dive into the data by creating a 4-page Executive Summary.

Tech Tactics
Engage higher education IT decision-makers with one of our most popular formats, an easy-to-digest Top 5 Do's and Top 5 Don'ts list on your desired topic. Our expert editorial team will set the stage with a brief market introduction to the topic selected followed by an expertly crafted list of top 5 recommendations every ITDM should consider as well as the top 5 pitfalls they should be sure to avoid.
**GameChanger**
Highlight your emerging and game-changing technologies in a complete three-article asset based on the topic of your choice. The first two articles expertly set the stage as strictly editorial, non-sponsored content framing the story for your topic. The final article closes the asset by emphasizing how your technology is a true game-changer in higher education. The Game-Changer is a great tool to capture the attention of higher education decision-makers with the perfect combination of trusted editorial content and solutions-oriented sponsored content.

**Groundbreaker Q&A**
Elevate your SME through an easy-to-digest Q&A asset. Through a unique conversation with our expert editorial team, we will craft a targeted asset spotlighting your SME or Executive as a groundbreaking leader in edtech by addressing the challenges and opportunities in Higher Education.

**Industry Perspective**
Showcase one of your key executives as an industry thought leader in this custom 2–3 page report. A member of Campus Technology’s editorial staff will interview your key Subject Matter Expert or Executive about how your unique strategies and initiatives are driving innovation in ed tech. With the constantly evolving demands on higher education this report will highlight your organization at the forefront of the evolution.

**Custom Whitepaper or Case Study**
Strengthen your competitive position by developing a custom asset highlighting a customer success story, an innovative product/solution, or a simple “How To” guide to a particular technology set. Our expert editorial team will craft a compelling story perfectly targeting the higher education market based on your unique goals and objectives.

**Virtual Events**

**Market Pulse Research-Based Webcast Series**
Highlight your company as a thought leader with your finger on the pulse of the industry in our Market Pulse Webcast Series. Sponsor this quarterly 3-part webcast series featuring exclusive research from 3 unique Pulse Surveys. Each survey will take the pulse of our audience regarding a specific topic. Once a month for the quarter, our editorial team will present the findings in addition to current trends and insight for a complete 30-minute webcast event. Sponsor has the opportunity to speak for 5-10 minutes following the editorial presentation.

**Industry Speaks Fireside Chat and Industry Speaks Custom Asset**
Leverage the expertise of our higher education experts in a virtual (on camera) one-on-one chat with a member of our editorial team and your subject matter expert to discuss high-level challenges and market evolutions facing higher education. Our Campus Technology expert will work with your executive in advance of the webcast to script what topics, solutions, and questions will be discussed.

**All Idea Board programs include a lead generation component**
**2023 Media Kit**

**Trailblazers in EdTech**
Editorial Discussions with the Frontrunners of the Technology Evolution in Education

*Campus Technology*’s editorial team will host an editorial webcast presentation based on the selected topic. This editorially led discussion will highlight current trends, challenges and/or best practices unique to the higher education market. This turnkey editorial webcast will immediately position YOU as a thought leader in higher education while offering the audience an opportunity to educate themselves and get a free cup of coffee (on us)!

**Partner Webcast**
The *Campus Technology* Partner Webcast program gives you the power to share your messaging, product, technology, and/or solution directly with our engaged audience in a live-webcast format. This webcast offers you complete control of content and messaging while we handle the rest: event logistics, marketing and promotion.

**Custom Half-Day Virtual Summit**
Our half-day virtual summits, brought to you by our editorial experts, give our sponsors the opportunity to align their messaging with some of the hottest trends in higher education. These turnkey virtual summits combine industry expert content discussing relevant challenges and trends with the opportunity for a brief sponsor presentation to showcase your product/solution.

Your Custom Half-Day Virtual Summit will include three unique hour-long sessions. The first two sessions will be editorial led and driven by the topic selected, setting the stage for the third session featuring the sponsor’s presentation.

**Vendor Spotlight Podcast**
The vendor spotlight podcast is a great way to showcase your organization as a thought leader. This 30-minute interview podcast will position our well-known editorial alongside your subject matter expert for a thoughtful and informative discussion on the topic of your choice.

**Editorial Podcast Sponsorship**
The *Campus Technology* Insider Podcast explores current trends and issues impacting technology leaders in higher education. Executive Editor Rhea Kelly chats with ed tech experts and practitioners about their work, ideas, and experiences.

Showcase your company as a thought leader in higher education through a dedicated sponsor highlight in an editorial podcast episode. Rhea Kelly will feature your company at the beginning and end of the podcast with an opportunity for a 30-second ad copy to be read in the middle of the podcast.
Branding

Display 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.

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

Custom 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.

Lead Gen

Content Syndication
Fill your sales pipeline with highly qualified Higher Education IT decision makers through Campus Technology’s content syndication programs. Campus Technology’s specialized audience marketing team will create a strategic promotional campaign to garner qualified leads interested in your product/solution.

Partner Microsite
Position your company as an industry leader through a custom, sole-sponsored solution center. A custom microsite allows Higher Education technology decision makers to download several of your organization’s assets from one place at one time—extending their knowledge of your solutions and capabilities.

Additional Services

+ Custom Research – Packages built on spec based on your unique needs
+ Content Creation – Utilize our education experts to create targeted content
+ Custom Projects – Brainstorm with our team to create unique projects on spec

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