



2025 Media Kit

CAMPUS
TECHNOLOGY

Empowering the World of Higher Education

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

Data Management

Security

Cloud Services

Tools for Student
Engagement/Student
Success

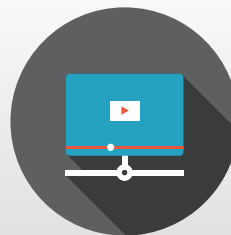
Digital Infrastructure

Next-Gen Learning Spaces

Hybrid Learning



Custom Content
& Research



Virtual Events
& Webcasts

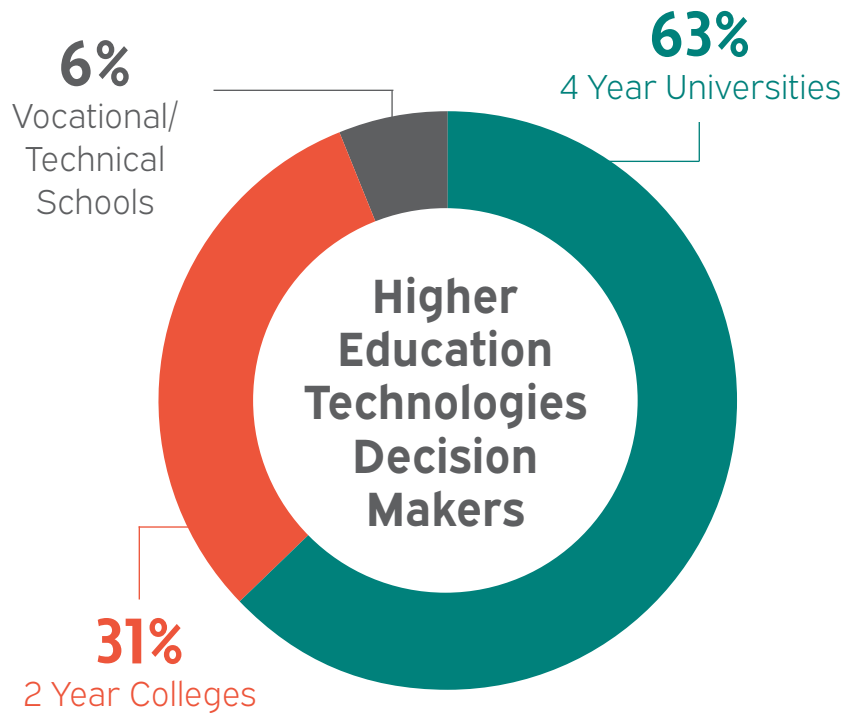


Lead Generation



Branding
& Awareness

Target Market



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

Job Functions



27% Policy/Top-Level Institutional Executive/Management

Titles include: President, Chancellor, Chief Financial Officer, CIO, CTO, CISO, COO, Chief Human Resources Officer, VP of Technology

29% Administration/Administrative Management

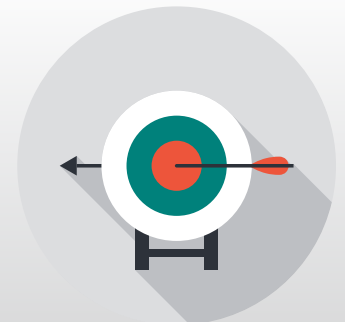
Titles Include: Provost, Chief Academic Officer, Director of Admissions, Director of Financial Assistance, Department Head, Dean, Director of Career Services, Alumni Officer

38% Information Technology Director/Management

Titles Include: Director of Information Technology, Director of IT Infrastructure, Director of Application Services, Systems Engineer, Network Administrator, IT Manager, IT Specialist, Senior Software Developer, Database Administrator, IT Operations Director

6% Academic and Research Management

Titles Include: Big Data Engineer, Data Analyst, Data Engineer, Data Scientist, Cybersecurity Analyst, Staff Facilitators, Research Department Heads



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.

Sponsorships:

728 x 90 - 300 x 250 - 160 x 600

eNewsletter	Frequency	Distribution	Demographics		
			C-Level/Admin	Information Technology (IT)	Academic Tech
Campus Technology News Update Breaking stories in higher education technology.	2x/week	35,000	40%	33%	27%
Campus Technology Tech Tactics Strategies and insights for technology leaders in higher education.	2x/month *Periodic bonus distribution	25,000	41%	36%	23%
Campus Technology Learning Environments Tech, tools and learning strategies for 21st century education.	2x/month	35,000	37%	34%	29%
Campus Technology Insider Trends and analysis in higher education technology.	1x/month	45,000	40%	33%	27%
C-Level View Strategic discussions on technology in higher education.	1x/month	30,000	41%	36%	23%
College to Workforce Preparing students for career success with next-gen skills in STEM, AI, and more.	1x/month	30,000	41%	36%	23%
Campus Technology Pulse Keeping technology leaders up-to-date on data and reports from the field.	1x/month	30,000	40%	33%	27%

Custom Content Idea Board

Leverage Our Editorial Expertise

Insider Toolkit

Leverage our higher education expertise with five editorial articles on a strategic topic of your choice. While each article maintains the trusted editorial voice our audience relies on, our skilled writers will interview your SME to subtly shape the content. The final Insider Toolkit report, showcased on a custom microsite, captivates decision-makers with compelling and trusted insights.

GameChanger

Spotlight your innovative technology with a powerful three-article asset. The first two articles provide editorial context, while the final article showcases your solution as a game-changer in higher education. It's the perfect mix of credibility and impact to engage decision-makers.

Empower IT Leaders

New! Buyer's Guide

Empower potential buyers, specifically tailored to showcase your higher education solutions. Crafted in collaboration with your experts, this guide delivers essential insights and guidance, enabling IT decision-makers to make well-informed purchasing decisions.

New! Playbook

The Playbook delivers practical strategies and expert insights tailored to the unique needs of higher education institutions. This concise, four-page guide provides actionable steps and proven methods to help institutions achieve their goals around your selected topic.

Deliver Top Lists

Emerging Tech Checklist

Stay ahead with the Emerging Tech Checklist, a must-have resource for Higher Education leaders. This guide helps IT leaders navigate the constant influx of new technologies, understand their impact, and gain insights on best practices for integration into their institution.

Tech Tactics

Engage higher education IT leaders with a concise Top 5 Do's and Don'ts guide. This format offers actionable insights on your chosen topic, starting with a brief market overview, followed by strategies for success and key pitfalls to avoid.

New! Quick Wins: Strategies for Immediate Ed Tech Impact

Empower IT leaders with fast, actionable strategies that deliver quick results in educational technology. This two-page guide provides a list of high-impact strategies designed for immediate implementation, perfect for decision-makers seeking swift improvements.





Highlight Your Executive

Executive Voice

In this exclusive two-article asset, your brand can showcase two in-depth SME interviews, demonstrating your strategic market insight and breakthrough technology that increase operational efficiencies ultimately improving student success.

Industry Perspective

Highlight your executive as a thought leader. Campus Technology's editorial team will interview your expert to showcase how your strategies are driving ed tech innovation and positioning your brand at the forefront of higher education.

Delve Into Research

Market Pulse Survey & Executive Summary

Gain critical insights from higher education technology leaders. Our Market Pulse Survey explores industry trends and institutional priorities on your desired topic, culminating in a 4-page Executive Summary that showcases the results and amplifies your brand to our audience.

Education Outlook

Showcase your expertise in higher education with the Education Outlook program. We'll conduct a survey on the topic of your choice, capturing valuable insights from education technology leaders. Our editorial team will then present these findings in a dynamic webcast, concluding with a short presentation from your expert. This program not only highlights key industry trends but also positions your brand at the center of the conversation.

Build a Customized Experience

Custom White Paper or Case Study

Enhance your market position with a custom asset that tells your story. Whether it's a customer success story, an innovative product highlight, or a practical guide, our expert editorial team will craft a compelling narrative tailored to the higher education market and your goals.

Custom Projects

Transform your vision into reality with customized solutions crafted to meet your specific needs. Collaborate with our education experts to develop impactful content and innovative projects. From brainstorming to execution, we partner with you to create a tailored experience that drives success.



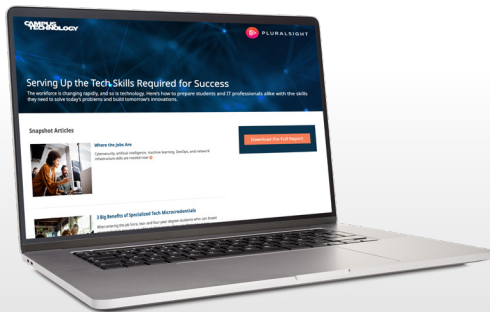
Lead Generation

Content Syndication

Boost your sales pipeline with Campus Technology's content syndication, tailored to attract highly qualified Higher Education IT decision-makers. We'll create a strategic campaign to generate leads based on your specific needs— institution type, enrollment size, job titles, and more.

Partner Microsite

Showcase your leadership in the education sector with a custom microsite designed to captivate Higher Education technology decision-makers. This centralized hub allows visitors to easily access and download your organization's valuable assets—all in one place. Enhance your brand's visibility and provide a seamless experience that amplifies your solutions and drives engagement.



** All Idea Board programs include a lead generation component

Virtual Events

Industry Speaks Fireside Chat

Connect with higher education technology leaders through a virtual fireside chat that pairs your expert with a Campus Technology editor. Together, they'll explore the pressing challenges and emerging trends that matter most to the education technology community. We'll work closely with your executive to shape a conversation that addresses the unique needs of higher education, positioning your brand as a key player in driving innovation and thought leadership in the field.

Trailblazers in Ed Tech

Editorial Discussions with the Frontrunners of the Technology Evolution in Education

Position your brand as a thought leader in higher education by aligning with our Trailblazers in Ed Tech, an editorial webcast that brings together the foremost voices in higher education technology. Hosted by Campus Technology's editorial team, this event delves into the trends and challenges shaping the future of education, aligning your brand with the pioneers shaping the next generation of technology.

Partner Webcast

Take the reins with our Campus Technology Partner Webcast, where you can directly engage with a targeted audience of higher education technology professionals. This

program puts you in control of the content and messaging, allowing you to highlight your products, technologies, and solutions. Meanwhile, our team handles all the logistics, marketing, and promotion, ensuring a smooth and successful live webcast.

Tech Tune-Up

Capture the attention of busy Higher Ed leaders with the Tech Tune-Up Webcast, a fast-paced, high-impact session designed to make your message shine. In 30 minutes, you'll have 25 minutes to share your most important insights, strategies, or solutions, followed by an interactive 5-minute Q&A. This streamlined format allows you to present powerful, actionable content that resonates with decision-makers seeking effective solutions.

Ask Us Anything Webcast Series

This dynamic webcast offers sponsors a unique opportunity to engage with our highly targeted higher education technology audience. Hosted by one of our editors, the session is designed to foster an interactive experience where the audience drives the conversation by submitting their questions live. Sponsors can showcase their own industry expert or have an education technology expert secured by our editorial team lead a Q&A on trending topics.

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.

Product Showcase

Our product/demo video showcase library allows you to feature your ungated video in both our YouTube channel and Video Library on **CampusTechnology.com**. This offers an exclusive designation, granting your organization the opportunity to direct customers to a trusted third-party site. By leveraging this trusted designation, you can supercharge customer

engagement, drive higher conversions, and maximize brand exposure.

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.



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