CAMPUS TECHNOLOGY

2021 MEDIA KIT

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 include Data Analytics, Networking & Wireless, Next-Gen Learning Spaces, Security, Cloud Services and Management of all tools to Student Success.

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

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PODCAST   ONLINE   ENEWSLETTERS   MOBILE/TABLET   EVENTS

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.

1105MEDIA INC

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AUDIENCE PROFILE

TARGET MARKET:

Higher Education Technology Decision Makers

4-year College/University
77%

2%

2-year College
18%

3%

Government Organization

Vocational/ Technical College
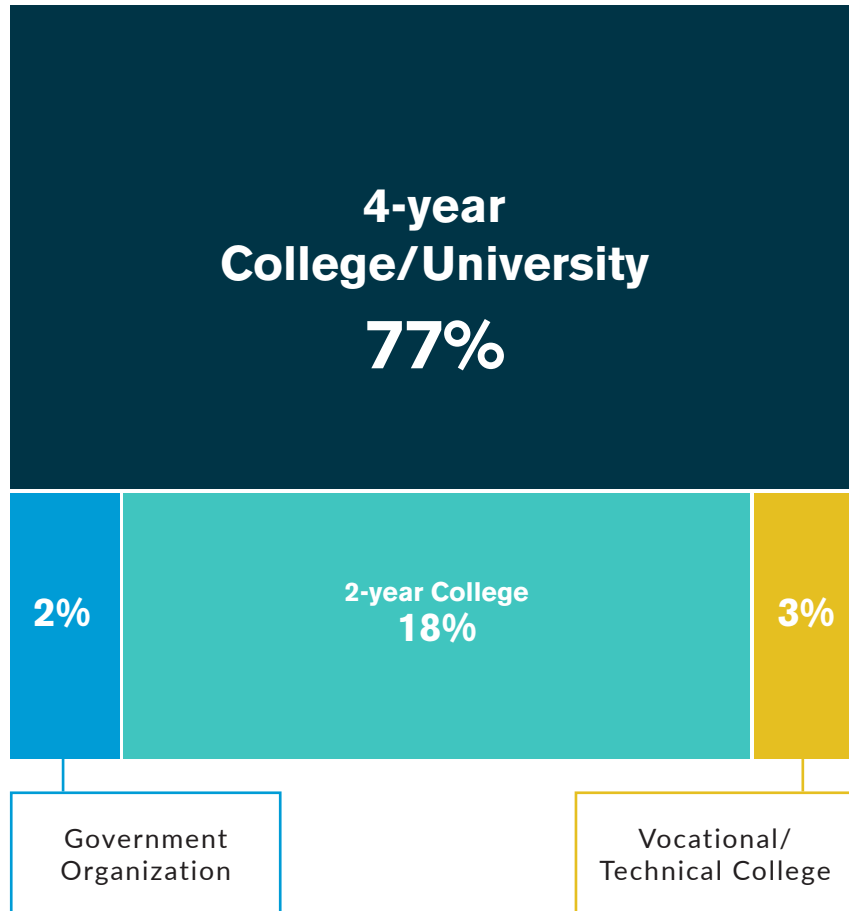
Job functions*

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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ENEWSLETTERS

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

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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.

Contextual Banner Ads
Opportunity to run a banner campaign aligned with content on a specific topic or technology area.

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.

Topic Specific Editorial eNewsletters
Provide valuable insight to key Higher Education decision makers through a dedicated editorial eNewsletter featuring editorial articles based on your preferred topic, sole sponsored banner coverage, and unique header creative.

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, promoted for guaranteed marketing impressions and showcased "Reader's Digest" version in an issue of *Campus Technology*.

Editorial Hub
Deliver the resources Higher Education decision-makers need. The Custom Editorial Hub combines our highly regarded editorial content, your informative education assets, and exclusive insights from one of your key subject matter experts to create a targeted, sole-sponsored custom microsite.

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

GameChanger
Sponsor a 3-page digital report highlighting game-changing technology within *Campus Technology*.

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

For more information, contact:

David Tucker
Associate Publisher
612.333.2238
dtucker@1105media.com

Jean Dellarobba
Senior Sales Account Executive
949.235.1714
jdellarobba@1105media.com

*All Innovative Insights programs include a lead generation component

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SERVICES & PROGRAMS

Tech Tips
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.

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.

EVENT

Vitual 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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