

Higher Ed IT Buyers Guide

itbuyersguide.educause.edu

The *EDUCAUSE Higher Ed IT Buyers Guide* is an online resource directory that connects users to hundreds of higher education IT products and services, all in one central location. Upgrade your basic listing to premier and purchase an online display ad to extend your brand reach and position your company to capture its share of the \$15.7 billion that U.S. higher education institutions spend on technology each year.

LISTING AD RATES

	Members	Nonmembers
12 MONTHS		
Basic Listing	FREE	\$150
Premier Listing	\$250	\$500

Basic Listings include company name, company contact, address, phone, fax, choice of three categories and EDUCAUSE Partner Medallions and Corporate Member designation when applicable.

Premier listings include all basic contact information plus email address, logo, website, social media links, extended company profile, product image, choice of two additional categories, video upgrade option and a request for information link.

DISPLAY AD RATES

12 MONTHS	
Leaderboard (Top and Bottom)	\$3,710
Featured Company Listing	\$1,600
1st or 2nd Rectangle	\$2,115
3rd Rectangle (Exclusive Category)	\$1,085

DISPLAY AD SIZES

AD UNIT	
Leaderboard	728 x 90 px
Featured Company Listing	120 x 60 px
Rectangle (1st, 2nd 3rd)	300 x 250

Purchase any ad space and receive a free premier listing. Purchase two ad spaces and get 5% off your total cost.

