



## Inside Higher Ed Online Advertising FAQ

### **What is a banner ad “impression?”**

A key advantage of online advertising is that you are charged only for the number of times your ad is seen by a reader, not how many copies of it are printed or mailed out.

Each time your ad is displayed along with one of our editorial pages, one “impression” is counted off the total for your campaign.

- Campaigns are generally charged according to a “CPM,” which is a cost for each thousand impressions generated (cost per thousand).
- Ads with moving images (flash, animated gifs) only register one impression each time they are viewed, even if multiple panels are displayed.

### **Why don’t I see my ad every time when I come to your site?**

If you purchased a banner campaign of, say, 50,000 impressions, Inside Higher Ed’s ad serving system will show the ad 50,000 times and then stop displaying it. Since Inside Higher Ed has more than 2.75 million page views per month, you would have to buy a tremendous number of impressions to be seen constantly throughout a 30-day period.

Also, several ads are often parsed into one position. You might see your ad on Inside Higher Ed’s home page, and see a different ad there when you return later. This means that several advertisers have bought impressions on the home page, and our ad serving system is gradually delivering those campaigns within overlapping time periods.

### **What is a page view?**

Each time an editorial story or the home page of Inside Higher Ed is viewed by a reader, one “page view” is recorded. Because each page carries several ads, the number of ad impressions and page views on the site will always differ in a given month.

### **What kind of confirmation do I get that my ad has been shown?**

Our ad serving system (we use DART/DoubleClick) tracks the number of impressions generated for each ad, as well as the number of times people click on the ad (clicks cannot be tracked on flash ads). We are happy to supply you with these statistics, either monthly, or at the end of your run.

### **How many clicks will I get?**

Click rates are affected by two key factors:

- **Size of your target:** If your product or service is targeted at the entire higher ed audience, you will generate a stronger response than if you are reaching out to a highly targeted subset of our readers.
- **Your ad:** Advertisers who are new to the internet often create a pure “image” ad, and then wonder why few people click on it. On the Web, readers are accustomed to being asked to “click here” to get information, a free booklet, or to sign up for something of value to them. If response is important to you, invite the reader to click on your ad. Tell them to “learn more” about the specific topic you cover on your Web site, or find out about your membership or upcoming event. And make sure the entire ad is clickable to increase participation.

### **Why do you ask for my banner ad in two sizes?**

We’ll rotate your ad throughout the site during its run, so it will appear on both the home page and on the story-level pages during the time period. Having your ad at both sizes gives us maximum flexibility to deliver your schedule as promised.

### **What is Inside Higher Ed’s Daily News Update e-mail and can I advertise on it?**

Inside Higher Ed sends out a Daily News Update e-mail to its subscribers every weekday morning. Currently more than 90,000 subscribers have opted in to this free service. The Daily News Update e-mail has three banner ad positions (300x250 pixels) at \$5,000 per week (\$4,500 for non-profits), as well as two text ad spots (25 words of text plus a linking URL) at \$3,000 per week. You need to call for availability as spaces sell out weeks, or even months, in advance.

### **How do I get started?**

Visit <http://insidehighered.com/advertise> for more information and download a PDF of our display advertising rate sheet. Then contact McFarland, Vice President of Sales, at [laura.mcfarland@insidehighered.com](mailto:laura.mcfarland@insidehighered.com) or 202-448-6131 to get started. Laura will have the appropriate account manager provide you with a written proposal that includes the type of advertising you want to purchase, the run dates, and the proposed costs associated with your campaign. Please note that dates are not confirmed until a signed advertising contract has been received.