ENRICH.
ENGAGE.
EMPOWER.
Higher education leaders need to keep up with the most important issues and trends impacting the industry.

Higher Ed Live offers viewers direct access to the best and brightest minds in education and allows viewers to share knowledge and participate in discussions around the latest industry trends and developments.

Higher Ed Live provides live, weekly content for admissions, advancement, marketing, student affairs, and communications professionals. Live broadcasts, podcasts, and blog posts feature exclusive content and interviews with professionals from institutions, journalists, consultants, and other thought leaders.

Our mobile platform allows viewers to watch or listen to content on their computers, tablets, and mobile devices.

“Higher Ed Live has proven to be among our most valuable digital lead gen platforms. We consistently see impressive leads that turn into customers at a higher rate than most other media. In addition to sharing our thought leadership with a large, engaged audience, Higher Ed Live provides our team with critical industry insights to help us better understand our customers and prospects. Ultimately, we know that an investment in Higher Ed Live is a way to positively impact the profession, and our bottom line.”

— JESSE SWINGLE, DIRECTOR OF MARKETING, FUNNELBACK
“Partnering with Higher Ed Live has allowed Mongoose to reach influencers and decision makers at progressive-minded institutions. While our response metrics and resulting ROI have been terrific; our relationship with Higher Ed Live is less about advertising and much more an investment in thought leadership, relationships, and strategic direction.”

— DAVE MARSHALL, PRESIDENT, MONGOOSE
Live broadcasts are the cornerstone of Higher Ed Live’s programming and your opportunity to become a content collaborator with the network. Our knowledgeable hosts and producers will interview a guest or panel on a specified topic of your choosing. We work with you to identify the topic, content for discussion, and panelists. Panelists might include your clients, your colleagues, or others that you want to feature.

**DETAILS:**
- A live, interactive broadcast gives your company an opportunity to educate the Higher Ed Live audience on a topic of your choosing.
- Live broadcasts are 45 to 60 minutes and interactive. Viewers add to the conversation and ask questions on Twitter using #higheredlive.
- Upon conclusion, live broadcasts are immediately available on-demand and, within 48 hours, they’re also downloadable as a podcast.

**BENEFITS:**
- Banner ad display on your live broadcast landing page.
- Our viewing platform, powered by Conduit, identifies viewers who attend live or view the broadcast recording. You’ll receive a list of names and emails for anyone who views within the first month.
- Thirty-second sponsored plug at the top of the broadcast.
- Three promotional tweets during the day of your broadcast.
- Broadcast promotion in weekly newsletter.

_We offer exclusive channel sponsorships to our partners. Contact us for more details._
Support Higher Ed Live’s broadcast calendar through sponsorship. Our producers will pair you with upcoming, right-fit broadcasts to ensure you reach the appropriate target audience for your content.

**BENEFITS:**

- Thirty-second sponsored plug at the top of the broadcast.
- Three promotional tweets during the day of your broadcast.
- Banner ad display on the broadcast landing page.
- Broadcast promotion in weekly newsletter.
- List of names and emails for anyone who views within the first month.

“The variety of offerings on Higher Ed Live is very impressive. I value the caliber of the speakers and the fact that the network is free and I am able to share broadcasts with colleagues.”

— NANCY TRESER OSGOOD, SENIOR DIRECTOR OF ALUMNI RELATIONS, PITZER COLLEGE
SPONSORSHIP OPPORTUNITY

BLOG POSTS

**BENEFITS:**

- Tap into a targeted audience hungry for the industry’s latest thinking and trends.
- Content marketing that positions your company as a thought leader.
- Opportunity to drive leads to your website, content marketing, research, or other initiatives.
- Higher Ed Live producers will work with you to refine your topic and content.
- Your blog post will be featured in the next weekly newsletter and shared on Twitter and Facebook.
SPONSORSHIP OPPORTUNITY
INTERSTITIAL ADS

**BENEFITS:**

- Your placement appears as visitors arrive at the site, welcoming them before they dive into the content (visitor-friendly limit of two impressions per week, per visitor).

- This high-impact placement instantly grabs visitors’ attention and can’t be missed.

- Choose from either a drop-down welcome screen, pop-up ad, or corner scroll box. You can also choose to enable email capture within the ad.

- Receive valuable analytics on how visitors engage with your ad.

- Great for driving visitors to high-value content downloads, webinars, or other key resources.
SPONSORSHIP OPPORTUNITY

WEBSITE DISPLAY

**BENEFITS:**

- Eye-catching display placements on the homepage and top landing pages throughout HigherEdLive.com
- Ability to serve image-based creative or rich media.
- Great for driving visitors to high-value content downloads, webinars, or other key resources.
EMAIL COMMUNICATIONS

SPONSORSHIP OPPORTUNITY

OPTION ONE
Linked text ad and image in weekly newsletter

BENEFITS:
- Great for direct response and branding.

OPTION TWO
Email blast to newsletter subscribers

BENEFITS:
- An email blast prominently puts your offer in the inbox of every subscriber.
- You own the subject line and entire email to promote your company or offer.
SPONSORSHIP OPPORTUNITY

CONFERENCE MEDIA SERVICES

BENEFITS:

- Conference landing page to promote your conference to Higher Ed Live’s audience before the big event. Plus, you’ll receive the SEO benefits of your content on HigherEdLive.com.

- Promote your conference to Higher Ed Live’s audience through social media blasts, newsletter ads, interstitials, or live broadcasts.

- Onsite services can include live streaming, session recaps, Twitter promotion, and tweet-up organization.
"Higher Ed Live’s approach to delivering information is refreshing. It is helpful to hear—not just read—advice from professionals in the field."
— TAMIE HOPP, DIRECTOR OF ALUMNI AND FOUNDATION SERVICES, NAU FOUNDATION

"Higher Ed Live is one of the most valuable professional development resources out there. The episodes feature interesting topics, insightful conversation, and inspiring guests. I am often exposed to new ideas, challenged to think in new ways, and introduced to promising practices that make me a better professional."
— RACHEL LUNA, STUDENT SERVICES COORDINATOR, SAMUEL MERRITT UNIVERSITY

"The guests and hosts are professionals and are held at a high regard. They help to reinforce things to upper leadership. ‘I saw this on Higher Ed Live...’ It’s a trusted resource I can use to proof for implementing projects."
— KARLI CHAMP, WEB CONTENT ASSISTANT, SUNY JAMESTOWN COMMUNITY COLLEGE