CAMPUSES RELY ON CAMPUSIDNEWS FOR UP-TO-DATE, OBJECTIVE INSIGHT ON CARD, MOBILE CREDENTIAL, ISSUANCE, PAYMENT, MOBILE ORDERING, CUTTING-EDGE DINING TECHNOLOGY, AND SECURITY SOLUTIONS.

THOUSANDS OF PEOPLE ARE SENT BY GOOGLE SEARCH TO EXPLORE PRODUCT OPTIONS AT CAMPUSIDNEWS EVERY MONTH.



CAMPUS ID NEWS

MEDIA GUIDE '27

MORE THAN TEN THOUSAND HIGHER ED SUBSCRIBERS AND READERS RELY ON CAMPUSIDNEWS TO MAKE BUYING DECISIONS.

INDUSTRY'S LEADING ASSOCIATION PARTNERS WITH CAMPUSIDNEWS AS A KEY MEMBER BENEFIT.

TWENTY+ LEADING COMPANIES ADVERTISE WITH CAMPUSIDNEWS, TRUSTING CROSS-CHANNEL MARKETING EFFORTS THAT DELIVER.

TAP INTO THE HIGHER EDUCATION CREDENTIAL AND SECURITY MARKET



For 25 years, CampusIDNews (formerly CR80News) has helped define the campus card market, exploring the use of ID, transaction systems, payment, and security technologies. Today, we are helping facilitate the move to **mobile credentials, wireless access control, integrated campus apps, mobile ordering, cutting-edge dining technology, and decentralized card issuance**. CampusIDNews is the only publication focused exclusively on the application of these technologies in the education market. Sponsors support our educational mission, and in turn we work to share information with our audience about their products, projects and services.

ONLINE

10,000 +

VISITORS PER MONTH

CampusIDNews.com serves **10,000 visitors per month with an estimated 16,000 loyal, repeat readers**. Google search sends thousands of readers each month directly to targeted content and our sponsor's messaging is always on display. More than 80% of visitors are from North America.





EMAIL NEWSLETTER

7,000 +

OPT IN SUBSCRIBERS

The CampusIDNews weekly e-mail newsletter serves more than **7,000 subscribers** including – via a contractual partnership – all members of the National Association of Campus Card Users (NACCU). More than **70% of CampusIDNews readers are higher education administrators**, from campus departments including card programs, auxiliary services, security, IT, student life, food service, housing and finance.

INQUIRIES: Chris Corum . chris@campusidnews.com . 850-591-5130

CAMPUS ID NEWS / SPONSOR PACKAGES

Sponsor package options:

SILVER

- Online Display Ads
- Email Ads (one insertion/month)
- Press release priority coverage

$8,750
Annual rate | 12 months [1]
— or —
$1,500/month [2]
Three month minimum

GOLD

- Online Display Ads
- Email Ads (one insertion/month)
- Press release priority coverage
- Featured Partner Ads

$10,750
Annual rate | 12 months [1]
— or —
$1,750/month [2]
Three month minimum

PLATINUM

- Online Display Ads
- Email Ads (one insertion/month)
- Press release priority coverage
- Featured Partner Ads
- Sponsor-created byline articles (one piece/quarter) [3]

$12,750
Annual rate | 12 months [1]
— or —
$2,000/month [2]
Three month minimum

[1] Annual package requires payment in full at start of contract period.
[2] Monthly option requires autopay via credit card with initial three months paid in advance.
[3] Bylined articles can be used for thought leadership pieces, promotion of webinars/events, or to drive other launches/initiatives.

Ad sizes and add-on pricing:

Ads included with packages:

A. Display Ad (300x250)
Included with all packages

B. Email Newsletter Ad (180x150)
Included with all packages

C. Featured Partner Ad (logo)
Included with Gold and Platimum

Optional add-ons available with Silver, Gold, and Platinum Annual Package only:

D. Leaderboard Ad (728x90)
$200/month for annual package

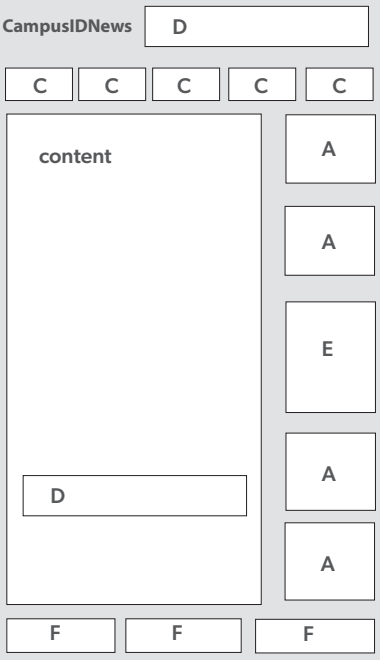
E. Double Display Ad (300x600)
$200/month for annual package

F. Half Display Ad (300x150)
$100/month for annual package

G. Additional Email Ads (180x150)
$200/issue for annual package

Content marketing add-ons available with Annual or Monthly Advertising Packages (articles, video interviews, and webeinars). See page 5.

ONLINE ADS



EMAIL NEWSLETTER ADS



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USE THE CAMPUSIDNEWS REPUTATION AND REACH

TO DISTRIBUTE YOUR CONTENT ACROSS HIGHER ED

The campus identity, security and credentialing markets are rapidly evolving and the decision makers at institutions investing in solutions rely on a select number of sources to stay up to speed. As a thought leader in this key market, CampusIDNews helps its sponsor companies cut through the noise to reach potential customers.

Let us create content for you or more widely share your existing content using our trusted distribution channels. Our team of professional writers and marketers work with your subject matter experts to create custom content. Content can range from feature articles, byline articles, video or audio segments, and more. Use it to promote product launches, customer wins, white papers or webinars.

Each sponsored content item is promoted in a variety of cross-channel ways:

- Online in home page news feed
- Online in targeted Channel(s) news feed
- Home page Featured Content area for 1 week
- Email newsletter inclusion as featured item
- Twitter announcement of article's availability
- In Google search, via our strong SEO/position

SPONSORED CONTENT/ CONTENT MARKETING OPPORTUNITIES:	WITH SPONSOR PACKAGE	A LA CARTE OPTIONS
PRESS RELEASE PRIORITY COVERAGE A part of all sponsor packages, we provide expedited consideration of the company's relevant news releases for inclusion on CampusIDNews.	Included	$1000 per year
CUSTOMER-CREATED BYLINES OR ARTICLES A part of the Platinum package, sponsors can publish pre-approved byline articles to establish company representative(s) as thought leaders around key topics. Available a la carte as well.	Four included with Platinum package	$1250 per submission
FEATURE ARTICLES OR VIDEO 'CHATS' As an add-on to sponsor packages, the CampusIDNews editorial team can work with your marketing team to develop articles around an identified topic. Interviews with company and other industry subject matter experts help shape the content via quotes and insight. Alternately, you can use this sponsored content item to participate in a recorded video discussion with a member of our editorial team about an approved topic of your choice to run in our 'CampusIDNews Chats' series.	$2500 per article or 'Chat'; $1750 per article or 'Chat' with 4X commitment	Not available
WHITE PAPERS* As an add-on to sponor packages, use CampusIDNews to extend the reach of your existing white papers to a wider audience.	Ask for details	Not available
WEBINARS* As an add-on to sponsor packages, promote your already-scheduled webinars or create new webinars and capitalize on our engaged, proactive audience.	Ask for details	Not available

*For details or to discuss custom projects, contact Chris Corum at chris@campusidnews.com.



SUCCESS STORIES

Content marketing drives traffic to mobile credential offering

Via a coordinated, multi-piece content development effort, the CampusIDNews editorial team helped a leading access control provider build lasting, quality content that ranks on high on Google results for key serach terms.

Webinar attracts hundreds of potential clients to product launch

CampusIDNews helped generate buzz around a leading transaction system provider's new product launch. Via cross-channel promotion, the webinar was viewed more than 750 times and continues to attract additional traffic.

Video interviews repurposed by sponsor for web and social

The popular CampusIDNews Chats series has helped a number of sponsors – including a leading mobile ordering provider – redistribute infomative conent via their website and social channels.

CAMPUS ID NEWS / AD SPECIFICATIONS

ONLINE ADS



EMAIL NEWSLETTER ADS



File formats for ONLINE ADS:

- GIF (animated or still), JPG, and PNG formats are accepted. Animated ads should rotate no more than times. Maximum file size is 60k.
- For animated ads, please ensure that the initial and final frames contain relevant information so ad remains relevant pre and post animation.
- Specify the URL for ad linking purposes.

File formats for FEATURED PARTNER ADS:

- Please provide a color, high-resolution company logo in vector (AI or EPS) format.
- Specify the URL for ad linking purposes.

File formats for EMAIL ADS newsletter ads:

- GIF (animated or still), JPG and PNG formats are accepted. Animated ads should rotate no more than six times. Maximum file size is 60k
- For animated ads, please ensure that the initial and final frames contain relevant information as some e-mail clients do not display animations and default to show the initial frame only.
- Specify the URL for ad linking purposes.

Ad server and reporting information:

- Multiple ads can be run in rotation or ads can be swapped in and out throughout the life of the contract. If multiple ads are supplied, indicate if they should be launched at once and displayed randomly or if a single ad should be launched and run for a specified time frame.
- Ad tracking via third-party ad servers can be supported in most cases. If this option is selected, no click or view data will be reported by publisher.
- Please allow 48 hours for launch of new ad materials.
- Reporting (impressions, clicks, and CTR) is provided on the final day of each quarter upon request. Monthly reporting can be obtained for an additional fee of $500 per quarter ($2000 per year).

Send materials to:

- E-mail to chris@campusidnews.com

ONLINE AD OPTIONS:

A. DISPLAY AD
(300 x 250 pixels)
Multiple units per page. Run of site.

The Display Ad is an IAB standard ad size (Medium Rectangle) that runs in the column on the right side of every page of the site. Multiple Online Ads run on each page, and ads are displayed in randomized order. This "run of site" method ensures that your ad will appear in the top position and in other positions in an equal frequency.

B. FEATURED PARTNER AD
(100x 45 pixel logo)
Multiple units per page. Run of site.

The Featured Partner Ad is a company logo (with link to site) that runs in a bar atop every page of the site. The bar features PBS-style "Featured Partner" branding. In the bar atop each page, mulitple units will display in a randomized, run of site manner.

C. LEADERBOARD AD
(728X90 pixels)
One unit at top of page. Run of site.

The Leaderboard Ad is an IAB standard ad size that runs at the top and the bottom of every page of the site. Ads are displayed in randomized order. This "run of site" method ensures that each ad will appear in the top and bottom positions in an equal frequency.

D. DOUBLE DISPLAY AD
(300 x 600 pixels)
One unit per page. Run of site.

The Double Display Ad is an IAB standard ad size that runs in the column on the right side of every page of the site. One ad runs on each page. Ads are pulled randomly from the pool of available ads such that each ad will appear in equal frequency.

E. HALF DISPLAY AD
(300 x 150 pixels)
Multiple units per page. Run of site.

The Half Display Ad runs in a row at the bottom of every page of the site. Multiple Online Ads run on each page, and ads are displayed in randomized order. This "run of site" method ensures that your ad will appear in the top position and in other positions in an equal frequency.

EMAIL AD OPTIONS:

F. EMAIL AD
(180 x 150 pixels)
Multiple units per issue.

The Email Ad is an IAB standard ad size (Rectangle) that runs in the column on the right side of the email newsletter. Multiple Email Ads run in each newsletter issue, and all sponsor packages include an insertion in one issue per month. Additional issues can be purchased as add-ons to any sponsor package.