

SPONSOR & ADVERTISER OPPORTUNITIES

Company Overview

The Center for Higher Education Leadership (CHEL) provides academic leaders with information and a supportive community for improving management and leadership skills in an environment of changing demographics, financial challenges and advances in educational technology.

CHEL is an online membership portal that includes the following components:

- Weekly webinar on current hot topics, such as the COVID-19 crisis.
- Higher Ed Connects: A twice-monthly newsletter featuring in-depth, original content on some of the most important issues for academic administrators — real world issues such as HR, accreditation, student success, changing demographics, budget & financing, assessment, faculty development, and more.
- Online courses including Higher Ed Administration 101, Strategic Planning, Accreditation and Assessment, & Diversity.
- A podcast with interviews of higher ed, ed tech and government leaders.
- Additional webinars for potential, new and experienced leaders.
- Community forums for leaders at different levels and from different areas of campus, e.g., Deans, Student Affairs, Finance, Provosts, AVPs
- Guides that do a deep dive on specific topics like Assessment, Title IX, Faculty Development, Student Success, Software, etc.

STOP GOING IT ALONE!



Rate Sheet

Banner Ad on HigherEdLeads.com and HigherEd Connects.com websites for one month. **\$1,200**

Webinar Sponsor includes: **\$600**

- Social media blast the week of the webinar
- Banner ad in direct emails
- Announcement during webinar

Newsletter Sponsor includes a banner ad and promotional text section in Higher Ed Connects. **\$500**

Sponsored Post of your own original, standalone article on HigherEdConnects.com. **\$500**

Resource or Infographic addition to an article on HigherEdConnects. **\$250**

Sponsored link in an article on HigherEdConnects.com. **\$100**

**All advertising is contingent on approval by CHEL.*

CHEL CEO Terri Givens is a social media influencer in the higher ed realm:

- LinkedIn: 5,000+
- Facebook: 18,000
- Twitter: 5,000