

# ACE Media Advertisement Opportunities

**ACE**® American  
Council on  
Education®

# Overview

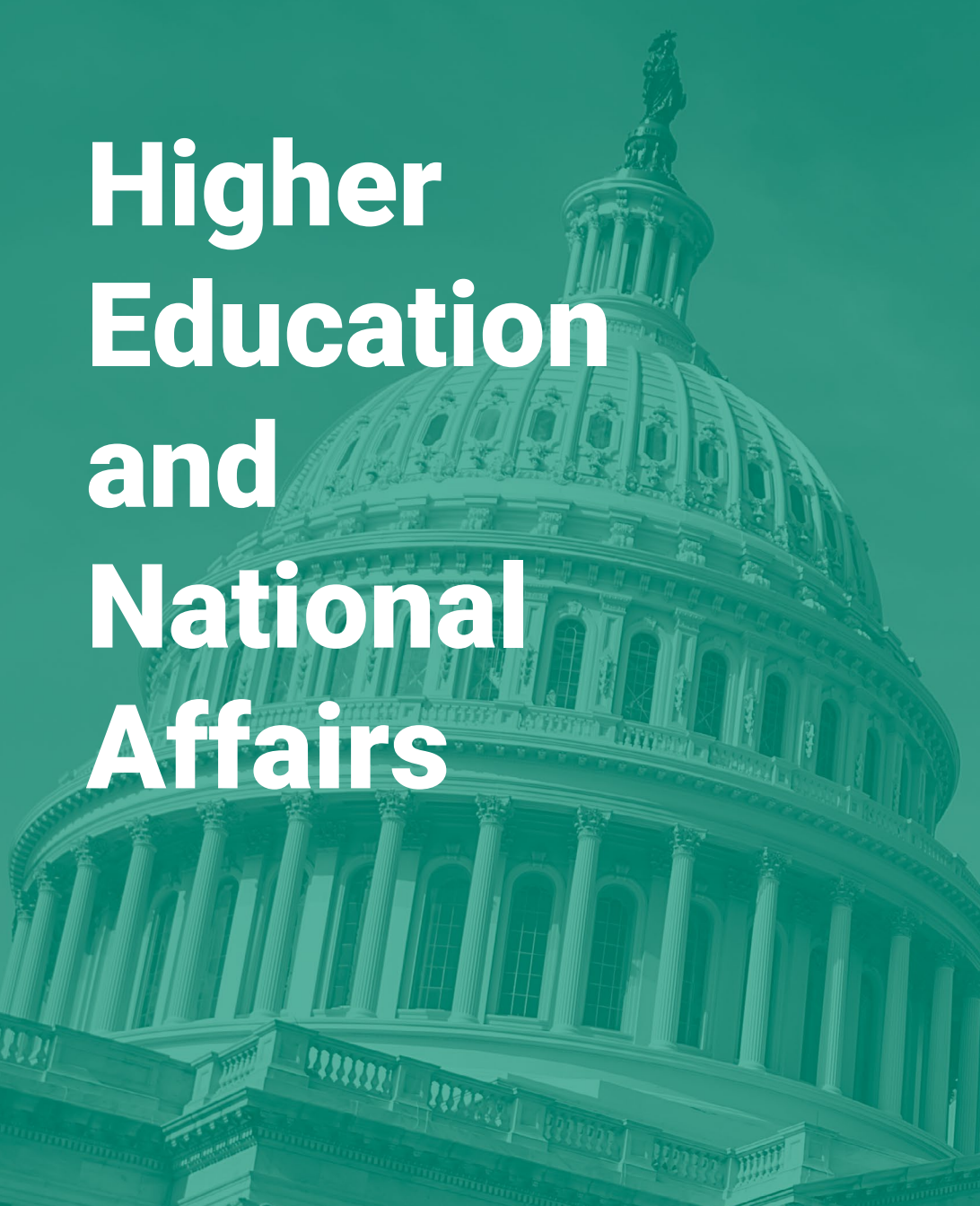
The American Council on Education (ACE) is a membership organization that mobilizes the higher education community to shape effective public policy and foster innovative, high-quality practice. As the major coordinating body for the nation's colleges and universities, our strength lies in our diverse membership of more than 1,700 colleges and universities, related associations, and other organizations in America and abroad. ACE is the only major higher education association to represent all types of U.S. accredited, degree-granting colleges and universities. Our members educate two out of every three students in all accredited, degree-granting U.S. institutions.

ACE convenes, organizes, mobilizes, and leads advocacy efforts that shape effective public policy and help colleges and universities best serve their students, their communities, and the wider public good. We help institutions build their capacity through high-quality innovation. We work to improve equity, expand access to our colleges and universities, and diversify the higher education leadership pipeline.

To learn more about ACE, our initiatives, or our audience, visit [acenet.edu](https://acenet.edu) or contact [advancement@acenet.edu](mailto:advancement@acenet.edu).







# Higher Education and National Affairs

## Newsletter Advertisements

Cost: \$1,200 per banner ad

### REACH

Every Tuesday, more than 4,000 presidents of ACE's member institutions and subscribers who range from higher education professionals to journalists receive the newsletter *Higher Education & National Affairs* (HENA).

### IMPACT

Stay updated on the top higher education headlines from around the country as well as ACE's activities in areas such as international education, leadership, research and analysis, and post-traditional learning and attainment.

### RESULTS

ACE is a trusted thought partner in higher education; our studies, reports, advocacy work, and experts are frequently cited and quoted in news outlets such as *Inside Higher Ed* and *The Chronicle of Higher Education*. Broaden your brand's reach by connecting with audiences invested in the future of higher education.

### SPECS

Your hyperlinked banner (660 pixels wide by 370 pixels high and 660 pixels wide by 123 pixels high) will appear near the top of the newsletter.

# Podcast



## dotEDU Podcast

### REACH

Since 2019, [dotEDU](#) has reached more than 96,000 unique downloads. There have been an average of 5,500 podcast downloads per quarter since 2022.

### IMPACT

Join our hosts—ACE’s Jon Fansmith, Mushtaq Gunja, and Sarah Spreitzer—as they delve into the policy aspects of issues that impact campuses, students, and higher education leaders. During each episode, they’re joined by guest experts to explore topics such as student aid policy, the U.S. Department of Education’s regulatory agenda, diversity in admissions, the value of higher education, and much more.

### RESULTS

The podcast has a significant public reach that garners attention from media outlets such as *The Chronicle of Higher Education*, *University Business*, *Inside Higher Ed*, and *Higher Ed Dive*. The podcast has also been featured in newsletters such as *Lumina News Roundup* and *The Job: Higher Ed and the Workforce*. One episode of the live and interactive version of the podcast—dotEDU Live—attracted about 1,000 attendees as well as media coverage from several outlets, including *Inside Higher Ed*.

ACE member presidents who have appeared on the podcast have attested to its significance:

“I loved the opportunity to reflect on how I got to where I am (and to remind myself of why I do what I do) by participating in the ACE podcast,” said Kelly Damphousse, president of Texas State University and a guest on the [May 18, 2023 episode](#) of dotEDU. “It was also a great opportunity to ruminate out loud about our efforts to transform Texas State University. My hosts not only asked great questions, [but] they provided a lot of insight about how my experiences and interests fit into the nation conversation about higher education.”

# Advertise on dotEDU

## Recorded Podcast Cost Tiers

### **SERIES SPONSOR: \$5,400 (FOUR PODCASTS)**

- Sponsor acknowledgment midway through the episode (mid-roll, approximately 15 seconds)
- Sponsor logo or organization's name with hyperlink included on ACE's website
- Acknowledgment in the streaming platforms' descriptions of each episode

### **EXCLUSIVE SPONSOR: \$2,000 (SINGLE PODCAST)**

- Single sponsor recognition at the top of the podcast
- Sponsor logo or organization's name with hyperlink included on ACE's website
- Acknowledgment in the streaming platforms' descriptions of each episode

### **SUPPORTING SPONSOR: \$1,500 (SINGLE PODCAST; MAXIMUM OF TWO SPONSORS PER EPISODE)**

- Sponsor acknowledgment midway through the episode (mid-roll, approximately 15 seconds)
- Sponsor logo or organization's name with hyperlink included on ACE's website
- Acknowledgment in the streaming platforms' descriptions of each episode

## Live Podcast Cost Tiers

### **SERIES SPONSOR: \$6,000 (FOUR PODCASTS)**

- Sponsor acknowledgment at the top of the podcast (top of the podcast, approximately 15 seconds)
- Sponsor logo or organization's name with hyperlink included on ACE's website
- Sponsor logo or organization's name with hyperlink included in podcast email marketing
- Acknowledgment in the streaming platforms' descriptions of each episode

### **SUPPORTING SPONSOR: \$2,500 (SINGLE PODCAST, ONE SPONSOR PER EPISODE)**

- Sponsor acknowledgment at the top of the episode (top 15 seconds)
- Sponsor logo or organization's name with hyperlink included on ACE's website
- Sponsor logo or organization's name with hyperlink included in podcast email marketing
- Acknowledgment in the streaming platforms' descriptions of each episode

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