



HIGHER ED **Buyer's Guide**

Let Higher Education HR Professionals Find You.

A yellow diamond-shaped sign with a black border, mounted on a grey post. The sign contains the text "Reach Over 13,000 Higher Ed HR Professionals" in black, bold, sans-serif font.

**Reach Over
13,000 Higher Ed HR
Professionals**

The CUPA-HR Higher Ed Buyer's Guide is a virtual marketplace featuring companies that offer products and services that support higher ed HR.

Visitors to this interactive web guide can search, compare and contact companies with high value propositions that meet their specific needs.



HIGHER ED Buyer's Guide

Enhanced ★

- ✔ Company Name, Address, Phone, Fax, E-mail, URL, Logo
- ✔ 50 Company Word Description
- ✔ 1 Company Category
- ✔ 1 Service and Image with Category

Custom ★ ★

- ✔ Company Name, Address, Phone, Fax, E-mail, URL, Logo
- ⊕ Video Showcase
- ⊕ 100 Word Company Description
- ⊕ 5 Service Listings with Image and Categories
- ⊕ 5 Keywords
- ⊕ 5 Company Categories

Premium ★ ★ ★

- ✔ Company Name, Address, Phone, Fax, E-mail, URL, Logo
- ✔ Video Showcase
- ⊕ Banner Ad
- ⊕ 450 Word Company Description
- ⊕ 10 Service Listings with Image and Categories
- ⊕ 10 Company Categories
- ⊕ 10 Keywords
- ⊕ Ad Keywords
- ⊕ 10 Links and Uploads

Build Your Company Profile

- > 90% of B2B buyers research online
- Buyers research 365 days a year
- Vendor content is one of the best ways to market the brand
- Content attracts prospective buyers with specific needs
- Content marketing can be more effective and efficient than classical marketing

A La Carte Upgrade Options:

- ✔ Video Showcase
- ✔ Banner Ad
- ✔ Ad Keyword
- ✔ Links and Uploads





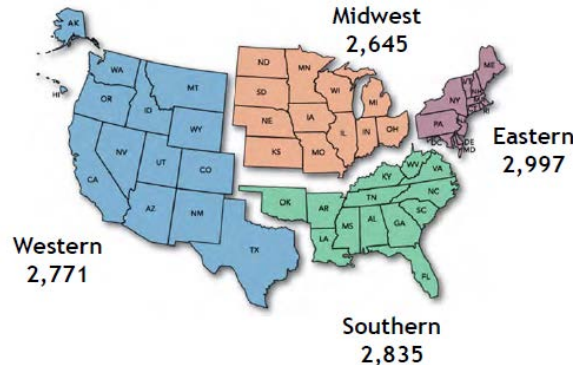
HIGHER ED Buyer's Guide



Audience Demographics

CUPA-HR's membership is made up of more than 13,000 higher ed HR professionals at more than 1,700 institutions worldwide.

HR Members by Region



College/University Institutional Members by Budget Size

