

FUTURE CAMPUS MEDIA KIT 2024

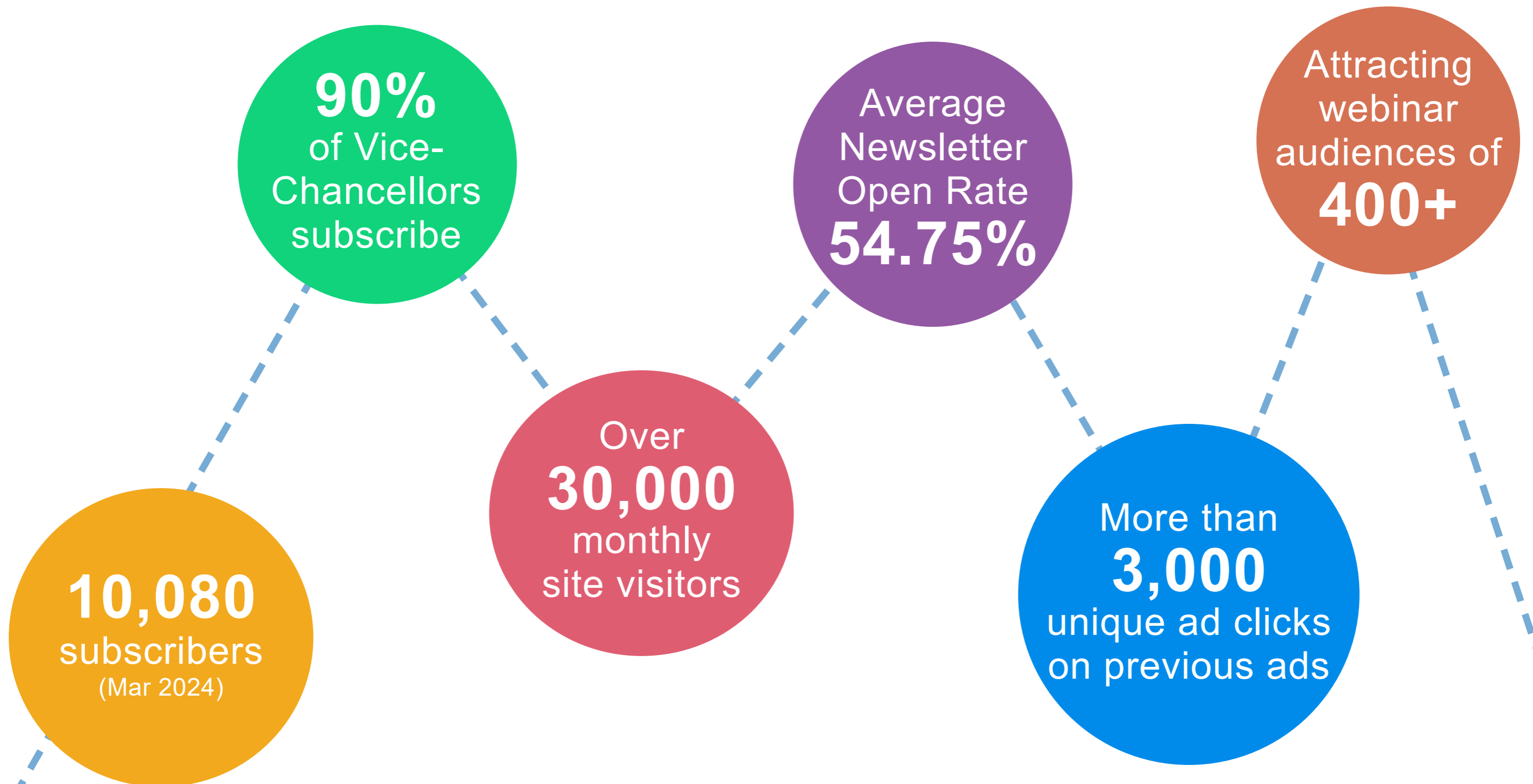
INDEPENDENT INSIGHTS
For the sector from the sector



Future
CAMPUS

FUTURE CAMPUS KEY NUMBERS

Written by the sector, for the sector, Future Campus is a unique weekly newsletter and website that brings key analysis and insights about higher education that other media don't carry.



FUTURE CAMPUS RATE CARD

NEWSLETTER ADVERTISING	SIZE	COST
Newsletter banner advertisement (1 email in one week)	650 px x 173 px	\$650
Newsletter banner advertisement – 2 ad discount (2 newsletter advertisements in one week)	650 px x 173 px	\$1,200
Home page banner advertisement – 30 days	250 px x 1900 px	\$1,250
Banner advertisement on website – run of site (features on pages other than home page – 30 days)	250 px x 1900 px	\$650
Full week Newsletter deal: Newsletter banner advertisement (3 emails in one week + banner on website for one week)	650 px x 173 px	\$1,500
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Monthly Campaign Package Intensive campaign across a 30-day period (8 x newsletter banner ads + Feature Banner on homepage of website over 30 day period)	650 px x 173 px	\$3,750

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Event Bundle + Featured event ad in newsletter + 200 word article on event (at discretion of Future Campus publisher) + 30 day event listing on website		\$1,500
Featured Event Section + 30 word event description listed in newsletter once + Featured on website for 30 days	Event summary and weblink Supplied in Word	\$350

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WEBSITE ADVERTISEMENTS SPACES

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Arc-funded software goes to waste
Australian researchers produced a great deal of original software as part of Australian Research Council funded grants, but it is hard to find – let alone know to use it for other projects.

Eva Maxfield Brown and Nic Weber used machine learning tools to estimate that 47% of ARC funded projects 2010-2019 created software infrastructure, tools or "code of some kind".

Creation is not solely in STEM – 34% of economics, 24% of humanities and 15% of education projects used original software. However the big users, grouped by ARC research evaluation, are in the hard sciences: "technology" 72%, maths 66% and physical, chemical and earth sciences, 58%.

So, what is to be done?

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The Digest

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