

# MEDIAKIT 2016/2017

**MASTERTUBE**™

SEARCH ► VIEW ► EXPERIENCE



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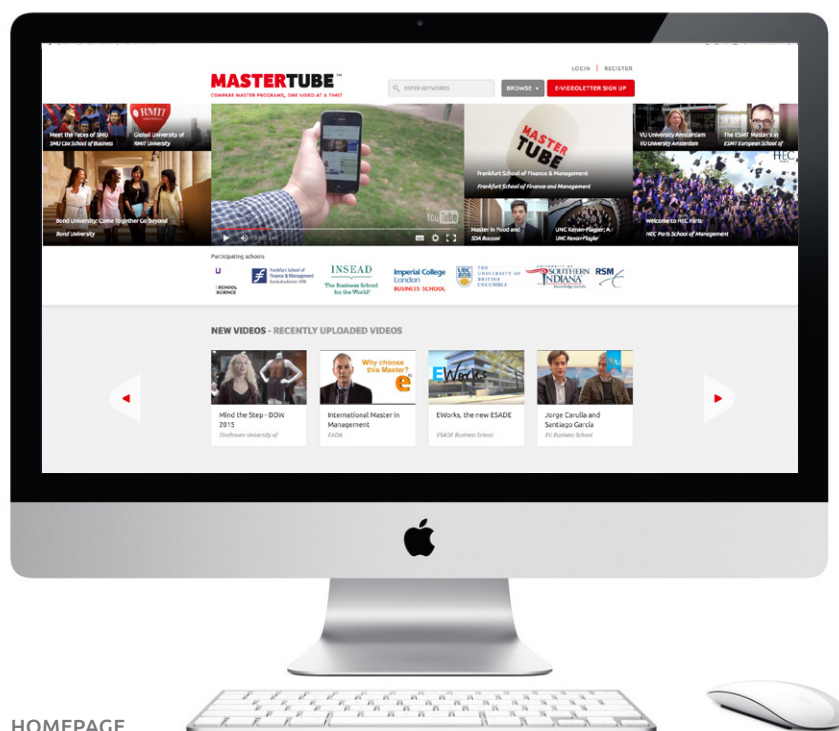
## WELCOME TO MASTERTUBE™ - The MASTER Video Search Portal

People love videos, which is why they are a vital marketing channel for all industries, especially education. Videos offer you, educational institutions and service providers an easy and dynamic way to share information, increase outreach to a diverse global target audience, increase click-throughs and traffic, generate qualified leads, forecast recruitment results, and achieve the best return on investment possible.

In addition to offering users an interactive medium to explore educational programs, MASTERTUBE™ gives you an effective means to really enhance lead generation and conversion. We engage users and provide real-time analytics on your videos.

MASTERTUBE™ is the first and only official video portal for education, and is therefore a critical component of your marketing strategy and tools.

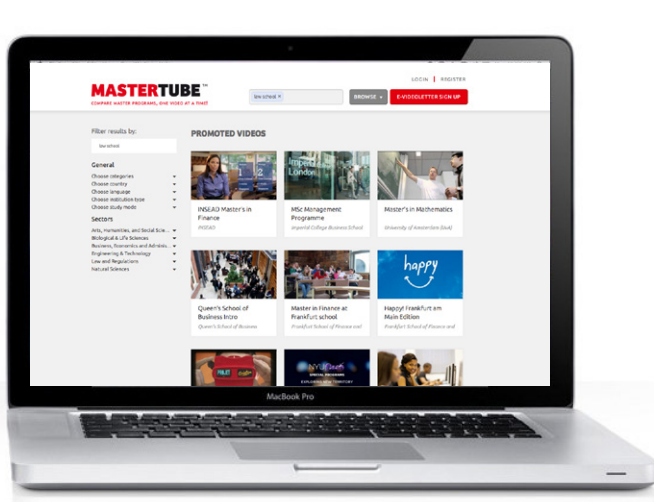
*"They say a picture is worth a thousand words ...  
but a minute of video is worth 1.8 million words!"*



HOMEPAGE

## WHY MASTERTUBE™

- Boost your video views
- Increase traffic to your website
- Rank higher on search engines (improved SEO)
- Access real-time analytics on your videos
- Get qualified leads
- Reach a wider, global target audience of prospective students (lead generation)
- Get more out of your online marketing budget with better ROI
- You authorize the content that is shared
- FREE and easy-to-use!



*"Video adds the "wow" factor to your online marketing ...  
it adds a punch to your marketing efforts that text just can't"*

## WHY YOUR VIDEOS ARE IMPORTANT

### FACTS:

- Video sets you apart from the crowd
- Video puts a face to your brand
- Video empowers the viewer to share and more likely to go viral
- Video helps convey complex information more clearly
- Video increases the application conversion and yield rate
- Video will last for years and will get you more exposure with time
- Video delivers more content in less time
- Video creates trust and credibility

### FIGURES:

- Over 1 billion unique users visit YouTube every month
- 79% of frequent internet users watch video online, 55% every day
- 92% of mobile viewers share videos with others
- 300% increase in click-through rate when video is included in an email
- 84% of video viewers are more likely to engage with your school
- Videos are 50% more likely to appear on the first page of Google
- Videos are 6x more effective than print advertising
- By 2019, 80% of all internet traffic will be video

*"500 years of YouTube video are watched every day on Facebook."*

## YOUR FREE MASTERTUBE™ SCHOOL PROFILE

To enjoy the FREE benefits of MASTERTUBE™, create your school profile today!  
Copy your existing videos currently featuring on YouTube and/or Vimeo to your MASTERTUBE™ school profile and enjoy the global coverage of your Master's programs.

### FREE benefits:

- 30 video uploads to showcase your institution
- Place your videos in front of the right target audience
- Real-time statistics on the performance of each video
- Engage with your viewers
- Manage your own content
- Enlarge your digital footprint

*"Your future students are hungry for information, but they want it fast."*

The screenshot shows the 'UNIVERSITAT POMPEU FABRA' profile creation page. It includes a search bar, a 'BROWSE' button, and a 'REQUEST MORE INFORMATION' button. The profile details are as follows:

Field	Value
Country	Spain
Closest City	Barcelona
Institution type	University education
Study mode	On Campus
Languages	Spanish and English (ES)
Accredited by	Spanish Ministry of Education
Sector	Business, Economics and Administration Arts, Humanities, and Social Sciences Biological & Life Sciences Natural Sciences Law and Regulations Engineering & Technology

Below the profile details, there is a section for 'PROMOTIONAL VIDEOS - WHO WE ARE' with four video thumbnails: 'International Master's Programs', 'Ciutadella Campus (UPF)', 'Sports at UPF', and 'Welcome to Pompeu Fabra'.

PROFILE PAGE

The screenshot shows the 'DASHBOARD' for the Universitat Pompeu Fabra profile. It includes a search bar, a 'BROWSE' button, and a 'REQUEST MORE INFORMATION' button. The dashboard displays the following statistics:

Metric	Value
Total videos	23/30
Total views	36884
Video rating	9/10
Total likes	603
Leads	175

Below the statistics, there is a section for 'PROMOTIONAL VIDEOS - WHO WE ARE' with four video thumbnails: 'International Master's Programs', 'Ciutadella Campus (UPF)', 'Sports at UPF', and 'Welcome to Pompeu Fabra'.

DASHBOARD

## GET THE MOST OUT OF YOUR MASTERTUBE™ ACCOUNT

### What we offer

#### Boost targeted views

- Choose which video(s) to promote and where. Get more targeted video views by placing your video on the homepage of MASTERTUBE™ OR place your video at the top of selected searches to attract more video views from a particular country, specialization or other advanced criteria.

#### Generate click-throughs and traffic

- Add your logo to MASTERTUBE™'s homepage logo carousel to generate traffic to your profile or own website.

#### Purchase sponsored bannerings

- Buy a banner to feature your institution or program. Pay per 50K, 100K or 150K impressions. Banners differ in price and size.

#### Generate unique leads

- Upgrade to a 'Premium Profile' and capture the information of your viewers via a personalized LEAD FORM. Premium School Profiles allow unlimited lead generation for 12 months.

*"Smart schools use video to improve student engagement,  
click-throughs and traffic!"*

## YOUR PREMIUM MASTERTUBE™ SCHOOL PROFILE

To enjoy the PREMIUM benefits of MASTERTUBE™, upgrade your school profile today! Choose one of the packages below to capture the information of your viewers in a customized LEAD FORM. Offer more information, CV assessments, brochure downloads or any other service to engage with each viewer.

<p><b>BASIC</b> € 725</p>	<p><b>PREMIUM</b> € 900</p>	<p><b>LUXURY</b> € 1375</p>
<p><b>Premium Profile</b> (12 months)</p> <ul style="list-style-type: none"> <li>✓ Tailored Lead Form</li> <li>✓ Unlimited Leads</li> <li>✓ Notifications</li> <li>✓ External URL</li> </ul> <p><b>Video uploads</b></p> <ul style="list-style-type: none"> <li>✓ Up to 90 free video uploads</li> </ul>	<p><b>Premium Profile</b> (12 months)</p> <ul style="list-style-type: none"> <li>✓ Tailored Lead Form</li> <li>✓ Unlimited Leads</li> <li>✓ Notifications</li> <li>✓ External URL</li> </ul> <p><b>Video uploads</b></p> <ul style="list-style-type: none"> <li>✓ Up to 90 free video uploads</li> </ul> <p><b>Logo carousel</b> (3 months)</p> <ul style="list-style-type: none"> <li>✓ External URL</li> <li>✓ Homepage display</li> </ul>	<p><b>Premium Profile</b> (12 months)</p> <ul style="list-style-type: none"> <li>✓ Tailored Lead Form</li> <li>✓ Unlimited Leads</li> <li>✓ Notifications</li> <li>✓ External URL</li> </ul> <p><b>Video uploads</b></p> <ul style="list-style-type: none"> <li>✓ Up to 90 free video uploads</li> </ul> <p><b>Logo carousel</b> (3 months)</p> <ul style="list-style-type: none"> <li>✓ External URL</li> <li>✓ Homepage display</li> </ul> <p><b>Featured Video</b> (6 months)</p> <ul style="list-style-type: none"> <li>✓ Promote one video on the Homepage Video grid</li> </ul>

► OR contact us for a tailor made package at:  
[info@mastertube.com](mailto:info@mastertube.com)



## PRICE LIST 2016/2017

### PREMIUM PROFILE

#### 12 months €465

- Tailored Lead Form
- Unlimited Leads
- Comment
- Lead notification email

### PROMOTE YOUR VIDEOS

- |                    |                    |
|--------------------|--------------------|
| • Homepage Grid    | €1500 (3 months)   |
| • Selected Search  | Pay per impression |
| - 50K impressions  | €750               |
| - 100K impressions | €1350              |
| - 150K impressions | €1875              |

### LOGO CAROUSEL

- 1 months €375
- 3 months €1050
- 6 months €1875

### DIRECT MAILING

Provide your own HTML mailing OR use the MASTERTUBE™ template to direct your message to a selected geo-targeted audience. \*All direct mailings must contain a video featured on MASTERTUBE™.

- €750 Start-up rate
- €1,50 per email – minimum 1000

## PRICE LIST 2016/2017

### E-VIDEOLETTER ENTRY

Include a video in one of our e-videoletters sent to thousands of prospective students each month. \*Selected video must feature on MASTERTUBE™ school profile.

- Featured Video First Entry €2700
- Featured Video Second Entry €1200

### SPONSORED BANNERS

- |                          |                    |  |
|--------------------------|--------------------|--|
| • <b>Homepage</b>        | <b>Small</b>       | 220x220 px<br>€195; €315; €405 (50K; 100K; 150K impressions) |
|                          | <b>Large</b>       | 470x470 px<br>€255; €405; €525 (50K; 100K; 150K impressions) |
| • <b>Selected Search</b> | <b>Small</b>       | 220x220 px<br>€150; €240; €315 (50K; 100K; 150K impressions) |
|                          | <b>Leaderboard</b> | 690x85 px<br>€195; €315; €405 (50K; 100K; 150K impressions)  |
|                          | <b>Large</b>       | 470x470 px<br>€195; €315; €405 (50K; 100K; 150K impressions) |

### EXTRA VIDEO UPLOAD

Buy extra video uploads to attract a larger audience.

- **Package A** - 12 extra video uploads €180
- **Package B** - 24 extra video uploads €330
- **Package C** - 36 extra video uploads €495
- **Package D** - 48 extra video uploads €660
- **Package E** - 60 extra video uploads €810

NOTE: Your MASTERTUBE™ account allows 30 FREE video uploads. A maximum of 90 videos per account allowed.

## BUY MASTERTUBE™ CREDITS!

With MASTERTUBE™ Credits, you can buy packages of credits, which you can use on ANY combination of the advertising, click-through and lead generation options available. You can purchase packages of 100, 500, 1000 or 2500 credits.

Each credit is valued at €1,50



### Package A

**100** Credits  
€150

E.g. Purchase a small banner for 100 MASTERTUBE™ Credits



### Package B

**500** Credits  
€700

E.g. Display your school logo in the logo-carousel for 500 MASTERTUBE™ Credits.



### Package C

**1000** Credits  
€1250

E.g. Feature your school video in a monthly e-videoletter for 1000 MASTERTUBE™ Credits.



### Package D

**2500** Credits  
€3000

E.g. Use credits for various promotion activities throughout the recruitment season. Ideal for yearly advanced budget allocation.



# **MASTERTUBE**™

SEARCH ► VIEW ► EXPERIENCE

## **THE MASTER VIDEO SEARCH PORTAL**

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