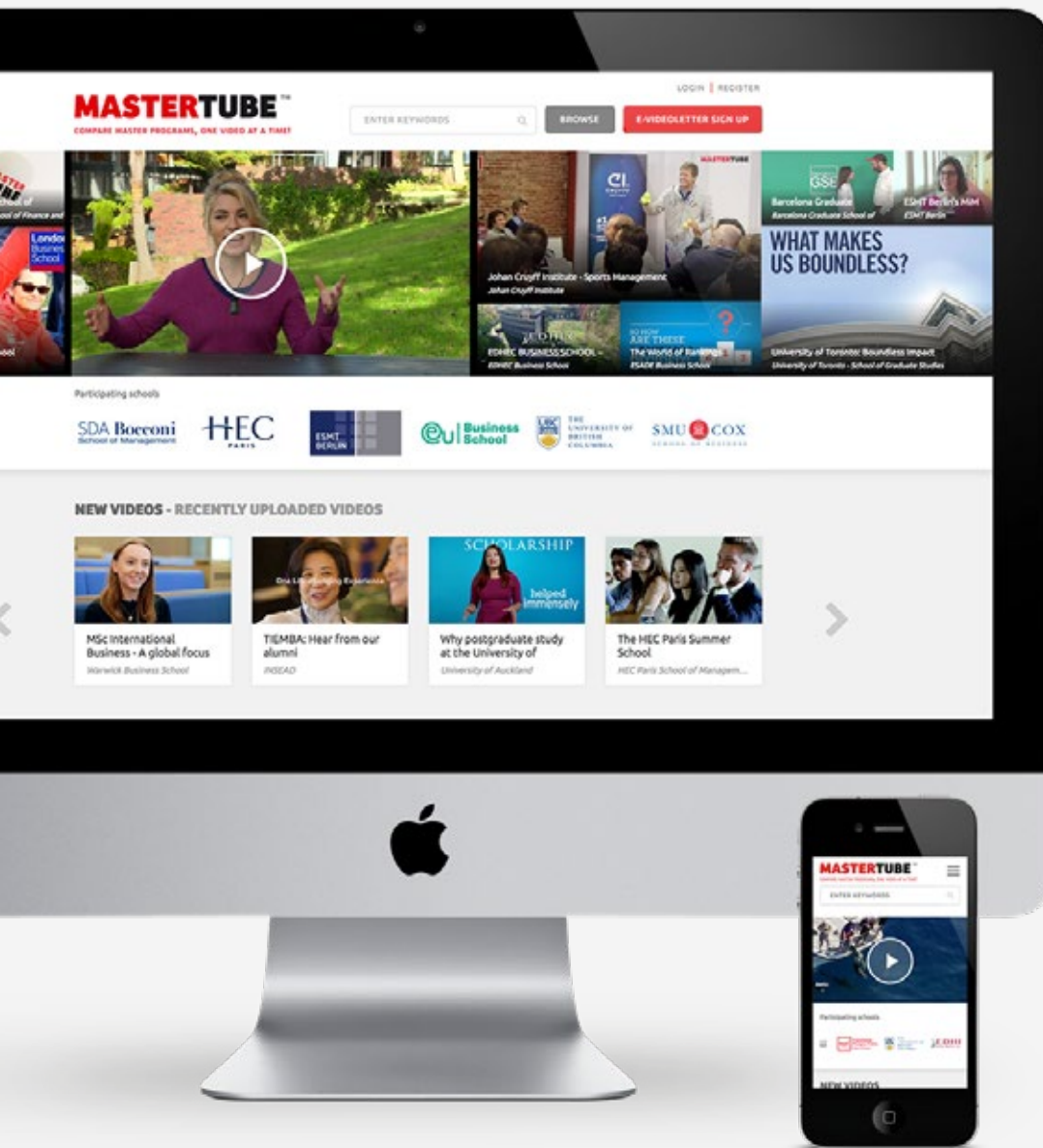


MASTERTUBE™

COMPARE MASTER PROGRAMS, ONE VIDEO AT A TIME



MEDIAKIT 2018

MASTERTUBE.com



Welcome to MASTERTUBE.com

The Master Video Search Portal

*"Video adds the
punch to your
marketing efforts
that text just can't"*



Rick Rudolph
Founder
MASTERTUBE.com

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.com gives you an effective means to really enhance lead generation and conversion. We engage users and provide real-time analytics on your videos. MASTERTUBE.com is the first and only official video portal for postgraduate education, and is therefore a critical component of your marketing strategy and tools.

Join other participating schools



Stats and Demographics

1M+

video views in 2017*



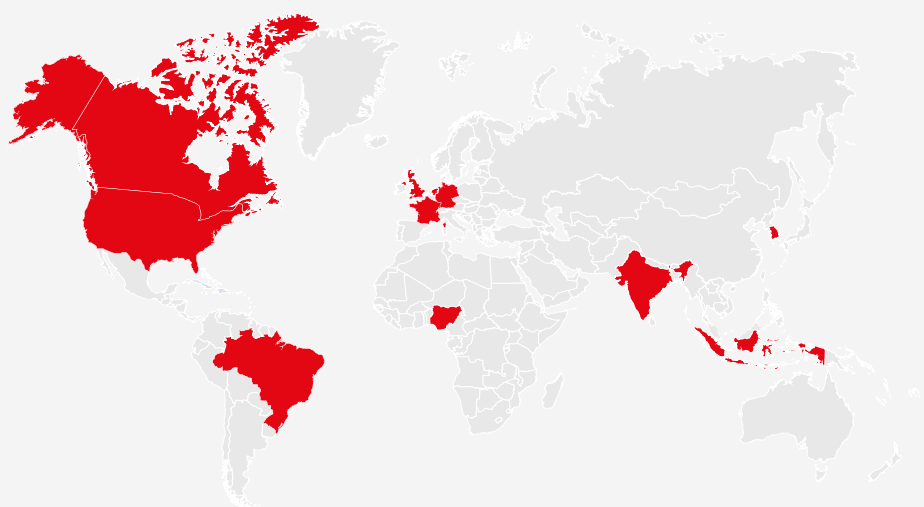
30K+

average unique visitors
per month



8 MINS

average stick ratio



TOP 10 COUNTRIES

1	India	17%
2	United States	10%
3	United Kingdom	10%
4	Canada	8%
5	The Netherlands	8%
6	Germany	6%
7	France	4%
8	South Korea	2%
9	Nigeria	2%
10	Brazil	2%

205K+

Facebook followers*

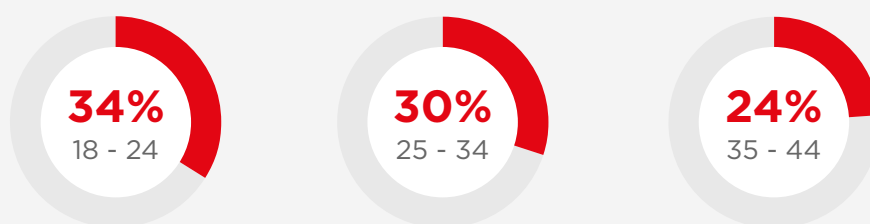


15K+

Twitter followers*



AVERAGE AGE



84%

of video viewers are
more likely to engage with
your school**



300%

click-through increase rate
when video is included in
an e-mail**



80%

of all the internet
traffic will be video
by the year 2019**



* MBATUBE & MasterTube

** Forrester Research



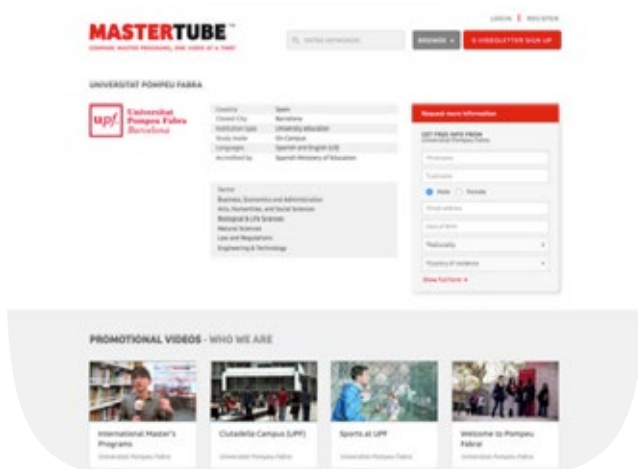
About MASTERTUBE.com

What are the **free** benefits?

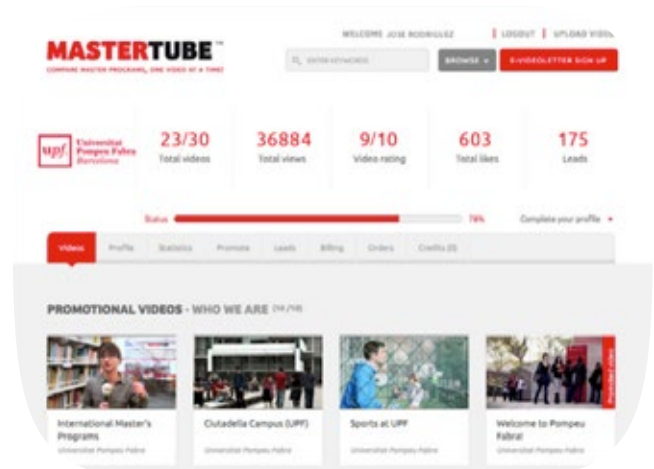
To enjoy the **FREE** benefits of MASTERTUBE.com, create your school profile today!
Copy your existing videos currently featuring on YouTube and/or Vimeo to your
MASTERTUBE.com school profile and enjoy the global coverage of your Master programs.

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



PROFILE PAGE EXAMPLE



DASHBOARD EXAMPLE



About MASTERTUBE.com

What are the **paid** benefits?

"MASTERTUBE.com proved to be innovative and offers a great video-based platform for students to truly evaluate various educational programmes and the schools which offer them. Videos contribute significantly to the 'first impression' of a school and MASTERTUBE.com is a well-thought-out tool to increase the number of viewers."



Arnoud Monster,
Executive Director
Recruitment & Admissions
RSM Erasmus University



What we offer:

Boost your video views

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

Increase click-throughs and traffic

Add your logo to MASTERTUBE.com's homepage logo carousel to generate traffic to your profile or own website. Buy a banner to feature your institution or program. Pay per 50K, 100K or 150K impressions. Banners differ in price and size.

Generate more 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.

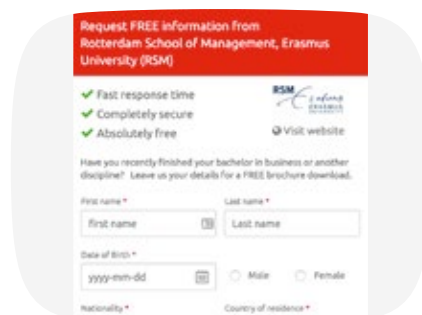
Create new video content

Invite us to your campus to create a promotion video for your MASTERTUBE.com profile OR let us help you produce a unique and cost effective school branded video to share with your online community.

Ratecard

Premium Profile

Upgrade your school profile to capture the information of your video viewers in a customized lead form. Offer more information, a CV assessment, brochure download or other service in exchange for your viewer's information.



€ 75 monthly
subscription

Save 15% on 12 month
subscriptions

- Lead form on school profile page and every video landing page
- Generate unlimited leads
- Receive notifications on leads and comments received
- React to comments on your videos from within your dashboard
- Insert your school website to generate traffic

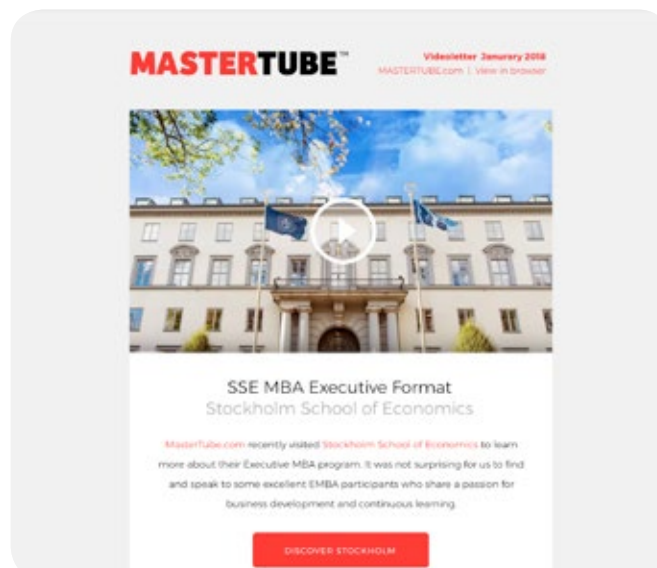
*"MASTERTUBE.com
allow us connect
with candidates and
showcase Questrom to
those who aren't able
to visit us in person."*



Kyle MacDonald,
Director, Specialized
Masters and PhD
Admissions
**Boston University
Questrom School of
Business**

Videoletter entry

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



**Main entry
(above the line)**

€1500

**Sub entry
(below the line)**

€1000

VIDEOLETTER EXAMPLE

"MasterTube.com provides a valuable resource for candidates and schools. Candidates are able to watch videos from top universities and see what life on campus is really like without having to search the internet for videos. The quality of the videos that MasterTube.com produced for us is excellent! The students enjoy making them and we're able to present the best attributes of ESMT Berlin to candidates while bringing them into the classroom virtually. We have increased the interaction with our degree program videos and the engagement with candidates as a result."

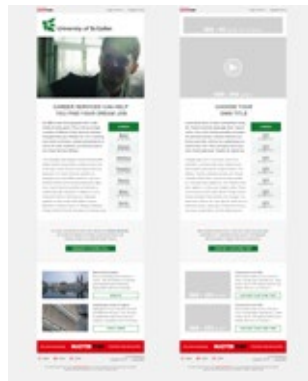


Rick Doyle,
Head of Marketing -
Degree Programs
ESMT Berlin

Direct e-mail campaigns

Provide your own HTML mailing OR use the MASTERTUBE.com template to direct your message to a selected geo-target audience. All direct mailings must contain a video featured on your MASTERTUBE.com profile.

TEMPLATES



**1 x eDM per 1000
geo-targeted leads**
€2000

**2 x eDMs per 1000
geo-targeted leads**
€1800 per campaign

**3 or more eDMs per
1000 geo-targeted
leads**
€1600 per campaign

Sponsored banners

Include a banner on our homepage or on select search result pages.

Choose between 50K, 100K or 150K impressions.

Small (220x220 px)

- €350 (50K)
- €665 (100K)
- €1000 (150K)

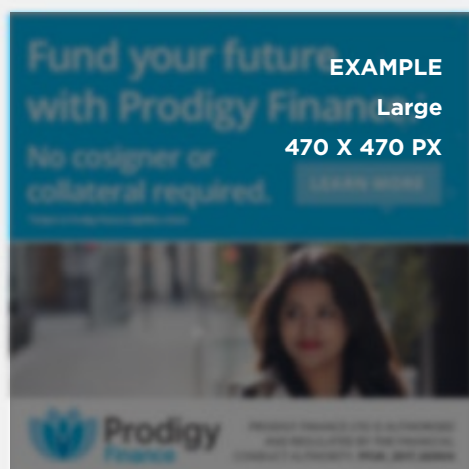
Medium (690x85 px)

- €415 (50K)
- €835 (100K)
- €1250 (150K)

Large (470x470 px)

- €500 (50K)
- €1000 (100K)
- €1500 (150K)

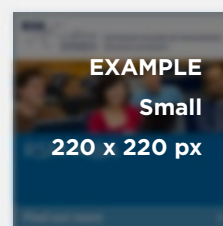
SPONSORED



EXAMPLE

Large

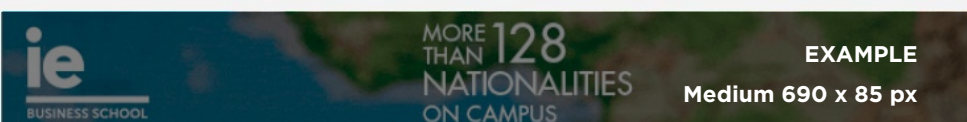
470 X 470 PX



EXAMPLE

Small

220 x 220 px



EXAMPLE

Medium 690 x 85 px

Packages



12 Month* Promotion Packages

	Basic	Advanced	Pro	Premium
Premium Profile Includes tailored lead form to capture the information of your viewers	✓	✓	✓	✓
Video Promotion Promote your latest & greatest video on our Homepage video grid	✓	✓	✓	✓
Logo Carousel Display your logo on our Homepage logo carousel linked to your own website	-	✓	✓	✓
Social Media Promotion We'll share your videos with our followers at least once a month	-	-	✓	✓
eDM to 1000 geo-targeted leads Send a geo-targeted campaign using one of our email templates	-	1x	2x	3x
	€ 2500	€ 4000	€ 5500	€ 7000

*12 month period starts on invoice date. eDM campaign dates tbd.



"Our first year working with MASTERTUBE.com has been a great experience- the highlight of which was their visit to our campus! Students and staff really enjoyed taking part in the filming, thanks to the professionalism, efficiency and great attitude of the crew."



Nathalie Naveda,
SIM-HSG Manager
University of St. Gallen
- HSG

Video production

Every institution has a unique and powerful story to tell, and MASTERTUBE.com would love to help you tell yours! Let us help you create a corporate video that you can be proud of and will be loved by your target audience OR invite us to your campus to interview staff and students for an MASTERTUBE.com branded promotion video.

- 3 – 5 minute video
- 1 day filming
- 1 location (campus)
- 3 correction rounds
- max 6 interviews

**MASTERTUBE.com
branded video**
€1500

**Corporate / School
branded video**
€3000

*Videos will not be published before final approval

*MASTERTUBE.com branded videos will be featured in a monthly videoletter free of charge

*Schools will have full ownership of videos and will receive the original file

*Special requests possible

*€1000 travel stipend for schools located outside EU

We are collaborating with Kira Talent

For Kira Talent clients, MASTERTUBE.com offers complete videography services:

- Welcome video
- Closing video
- Up to 50 competency-based questions

www.kiratalent.com

EMEA
€5000

ASIA
€7500



MASTERTUBE™

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More information

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info@MASTERTUBE.com

www.MASTERTUBE.com