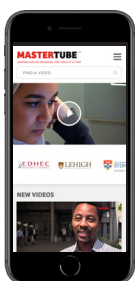


# MASTERTUBE™



**MEDIA KIT 2019**  
**MASTERTUBE.com**

**MASTERTUBE™**

See you soon on [www.mastertube.com](http://www.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 prospective students an interactive medium to explore educational programs, MASTERTUBE.com allows institutions to host, produce, manage and distribute video content, effectively to enhance lead generation and conversion.

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 2018



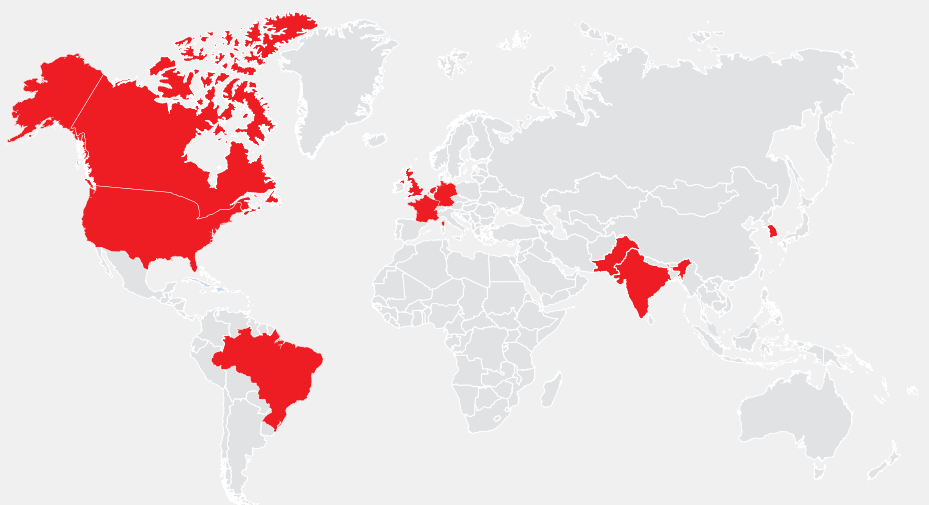
**60K+**

average unique visitors  
per month



**6 MINS**

average stick ratio



## TOP 10 COUNTRIES

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



**105K+**

Facebook followers

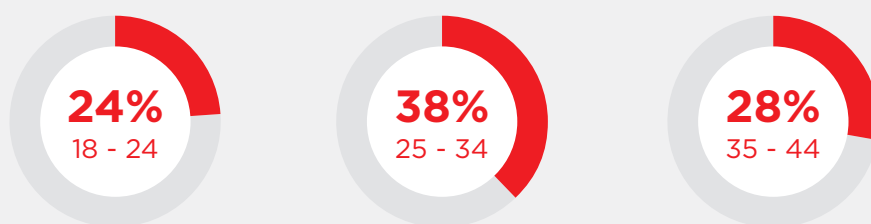


**5K+**

Twitter followers



## AVERAGE AGE



**79%**



of prospective students would rather watch a video to learn about a program, than read text on a webpage.\*

**300%**



increase in click through rate if your email contains a video\*

**75%**



of all mobile data traffic will be video by 2020\*

\* Forrester Research



*"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**

# FREE benefits on MASTERTUBE.com

- 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
- Enlarge your digital footprint

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 enlarge your digital footprint.

**MASTERTUBE™**  
 COMPARE MASTER PROGRAMS, ONE VIDEO AT A TIME!

DANIELA AVRAMOVA | UPLOAD VIDEO | LOGOUT

FIND A VIDEO | BROWSE | E-VIDEOLETTER SIGN UP

ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY (RSM)

Country	Netherlands
Closest City	Rotterdam
Institution Type	University education
Study Mode	On Campus
Accredited By	NVAO
Languages	English (UK) and Dutch
Sector	Business, Economics and Administration

**MORE INFORMATION**

- ✓ It's free
- ✓ It's fast
- ✓ It's secure

visit school website

DOWNLOAD BROCHURE

PROMOTIONAL VIDEOS - WHO WE ARE

**PROFILE PAGE EXAMPLE**

**MASTERTUBE™**  
 COMPARE MASTER PROGRAMS, ONE VIDEO AT A TIME!

DANIELA AVRAMOVA | UPLOAD VIDEO | LOGOUT

FIND A VIDEO | BROWSE | E-VIDEOLETTER SIGN UP

<b>27 / 30</b> Total videos	<b>15937</b> Total views	<b>9.2/10</b> Video rating	<b>29</b> Total likes	<b>37</b> Leads
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**YOUR DASHBOARD** Status  94% Complete your profile

Videos | Profile | Comments | Statistics | Promote | Leads | Account

PROMOTIONAL - WHO WE ARE (10/10)

- Upload a video
- RSM - Where Thinkers become Leaders
- RSM 2020 - Dean's Video
- RSM Corporate video

**DASHBOARD EXAMPLE**



# Paid benefits on MASTERTUBE.com

- We host your latest and greatest videos
- We share your videos with a dedicated audience
- We create impactful video content
- We help you distribute your videos on partner websites

*"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. Allow your video viewers to download your brochure or schedule a personal video call.

### 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. Create a whiteboard or animated video to simplify complex topics.

# Rate card 2019

<b>Premium profile</b>	€ 765	12 month subscription
<b>Videoletter entry</b>	€ 1.500	Main entry (above the line)
	€ 1.000	Sub entry (below the line)
<b>Direct email campaigns</b>	€ 2.000	1x eDM per 1000 leads
	€ 3.600	2x eDM per 1000 leads
	€ 4.800	3x eDM per 1000 leads
<b>Sponsored banners</b>	€ 665	Small banner (100K impressions)
	€ 835	Medium banner
	€ 1.000	Large banner
<b>Video promotion</b>	€ 1.500	6 month feature on homepage
	€ 1.000	6 month feature top of search result page
<b>Logo carousel</b>	€ 650	6 months listing on homepage
	€ 1.000	12 month listing on homepage
<b>Social Media Promotion</b>	€ 500	12 social media posts to MASTERTUBE followers
	€ 650	3 social media promoted advertisements
<b>Video Production</b>	€ 1.500	MASTERTUBE video featuring your school
	€ 3.000	School branded video
<b>In partnership with</b>	€ 4.000	in60seconds: Whiteboard animation video
	€ 5.000	in60seconds: Tried & tested animation video
	€ 10.000	in60seconds: Tailored school branded animation video
	€ 15.000	in60seconds: The full monty
	€ 5.000	Kira Talent: Online video interview set
	€ 500	Access Masters: '5 Things You Need To Know' video

Turn the page for more detailed information per activity

MORE INFORMATION

- ✓ It's free
- ✓ It's fast
- ✓ It's secure



[visit school website](#)

DOWNLOAD BROCHURE

## Premium Profile

Upgrade your school profile to capture the information of your unique video viewers.

Direct viewers to your own website, invite viewers to download your brochure or schedule a video call.

- Full access to leads generated through your school profile
- Manage your videos across all partner websites from within your personal dashboard
- Reply to the comments on your videos directly
- Get notifications of new leads and/or comments on your videos.

**€ 75** monthly  
subscription

Save 15% on 12 month  
subscriptions

*“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.”*

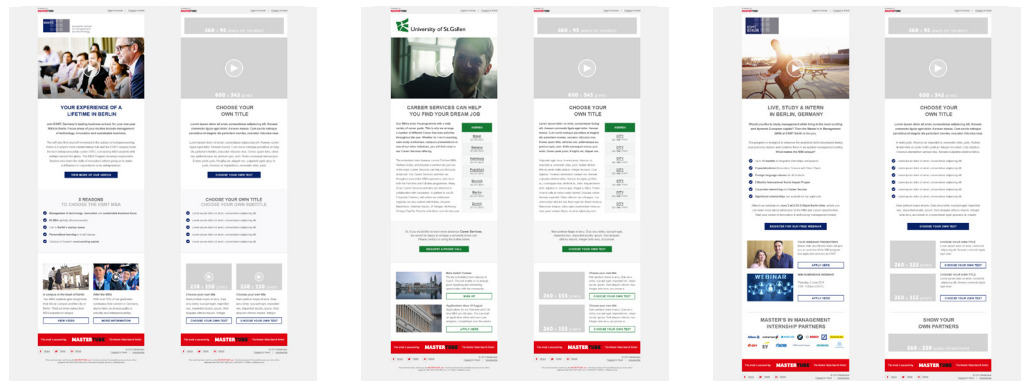


Rick Doyle,  
Head of Marketing -  
Degree Programs  
**ESMT Berlin**

## Direct e-mail campaigns

Provide your own HTML mailing OR use a 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**  
€ 2.000

**2 x eDMs per 1000  
geo-targeted leads**  
€ 1.800 per campaign

**3 or more eDMs per  
1000 geo-targeted  
leads**  
€ 1.600 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)**

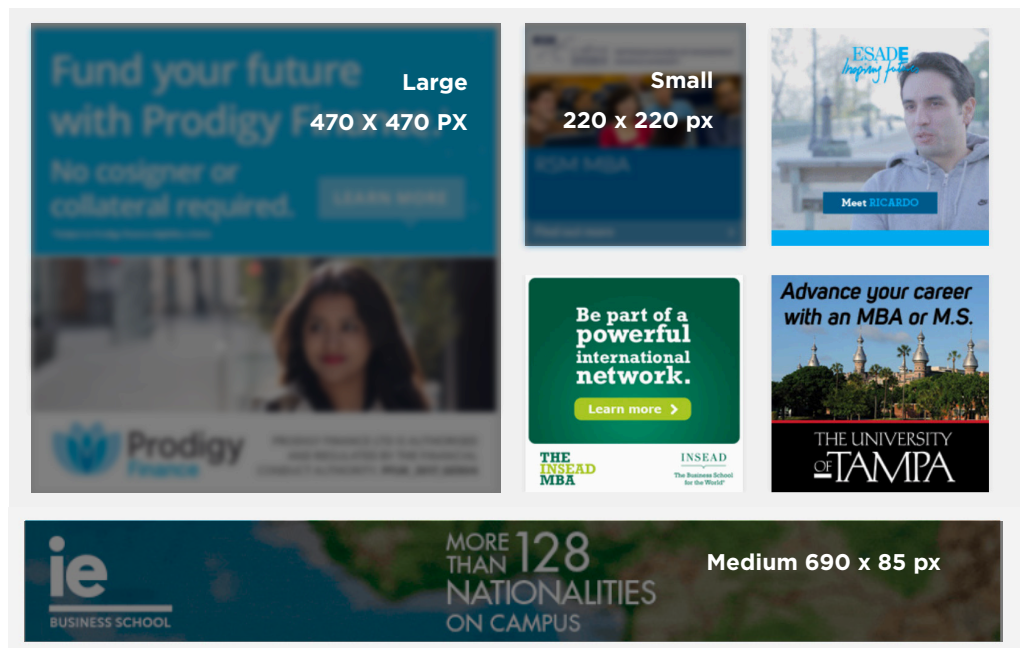
- € 350 (50K)
- € 665 (100K)
- € 1.000 (150K)

**Medium (690x85 px)**

- € 415 (50K)
- € 835 (100K)
- € 1.250 (150K)

**Large (470x470 px)**

- € 500 (50K)
- € 1.000 (100K)
- € 1.500 (150K)



### BANNER EXAMPLES





# Packages

## 12 Month\* Promotion Packages

### Premium Profile

Capture the **lead information** of your unique 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**

### Whiteboard video

Create an animated **black/whiteboard/flip-chart video** to introduce your program or simplify a complex topic.

	One	Two	Three	Four	Five
Premium Profile	✓	✓	✓	✓	✓
Video Promotion	✓	✓	✓	✓	✓
Logo Carousel	-	-	✓	✓	✓
Social Media Promotion	-	-	-	-	✓
eDM to 1000 geo-targeted leads	-	1x	2x	3x	3x
Whiteboard video	-	-	-	-	1x
	€ 2.500	€ 4.000	€ 5.500	€ 7.000	€ 10.000

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

# Video production options



*“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

## MASTERTUBE.com video production

Every business school 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 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**  
€ 1.500

**Corporate / School  
branded video**  
€ 3.000

- \* 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 EUSponsored banners

## We collaborate with Kira Talent

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

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

[www.kiratalent.com](http://www.kiratalent.com)

**EMEA**  
€5000

**ASIA**  
€7500



**KIRA TALENT**



## Create an animated video to introduce your program or explain a complex topic


Animated video is a rich, engaging medium, that is easy to manage, and will help your key points pop. It offers all the benefits of a visual medium with much smaller resource requirements than you might expect. Turn your usp's into a visual feast by choosing one of the following animated video options:



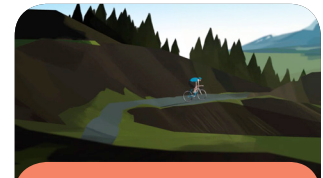
Whiteboard /  
Blackboard / Flip  
Chart animation  
€ 4.000



Choose from seven  
tried & tested  
animation styles  
€ 5.000



Create your own  
unique animation  
from scratch  
€ 10.000



The full monty, from  
VR/AR project, 3D  
animation, and so on  
€ 15.000



MASTERTUBE.com collaborates with in60seconds to create the best tailored animation at a fixed rate per video.

### “Five Things You Need To Know” Video Series

To better prepare the candidates you will meet during the recruitment process, MASTERTUBE.com has partnered with **Access Masters** to create a short 90 second introduction video for prospective students, which they will watch before meeting you at an Access Masters event.

Tell your candidates “**Five things they need to know**” before meeting you at an Access Masters event to improve the quality of your scheduled conversations!

Contact your Access Masters account manager to request a **BOOSTER** school profile and receive the instructions on how to create this video. You may also contact us [info@MASTERTUBE.com](mailto:info@MASTERTUBE.com) for more information.

Access MASTERTUBE  
Video  
€ 500



[www.accessMasters.com](http://www.accessMasters.com)

**More information**

tel +31 655 21 0007

info@MASTERTUBE.com

www.MASTERTUBE.com

20

See you soon on [www.MASTERTUBE.com](http://www.MASTERTUBE.com)

**MASTERTUBE**<sup>TM</sup>