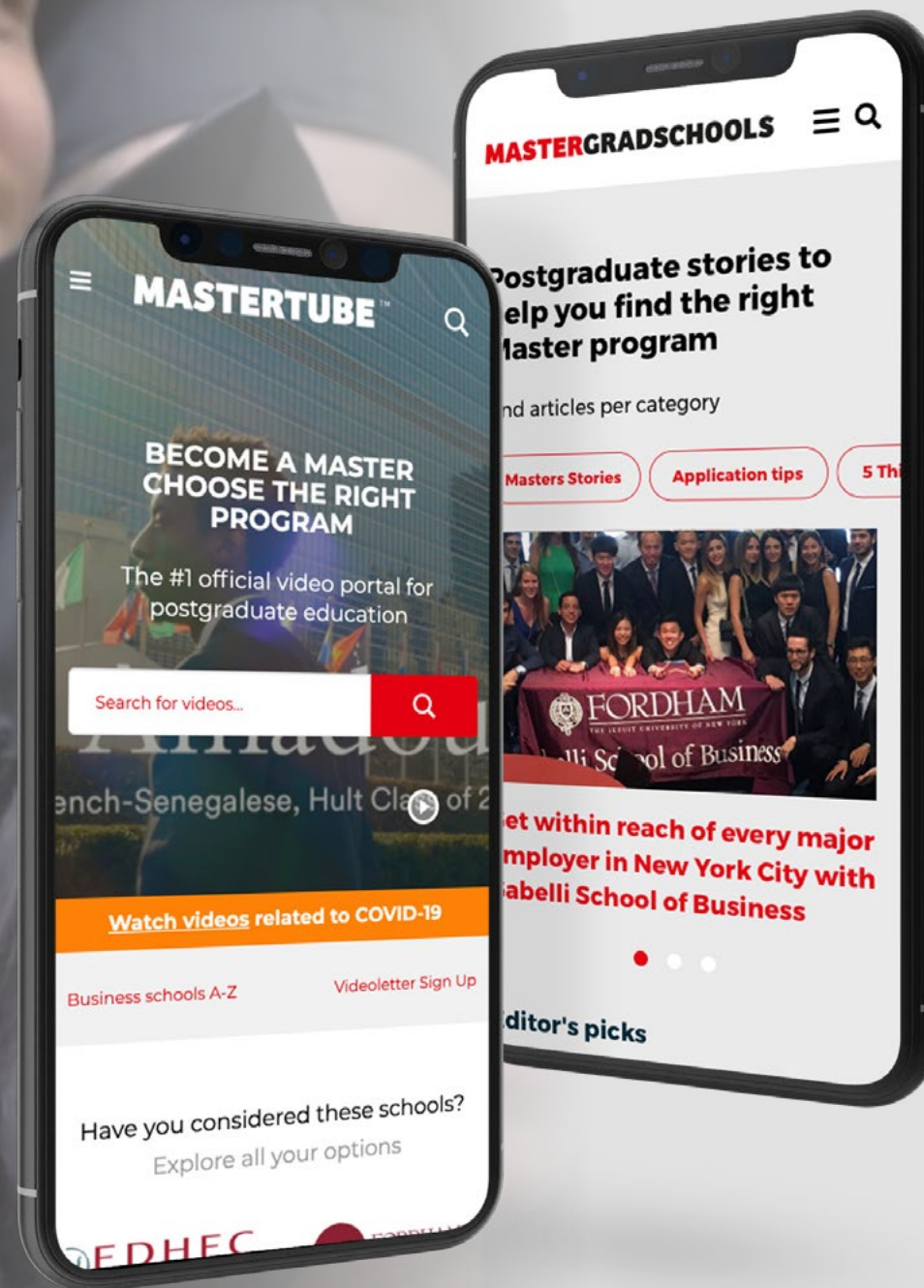


MASTERTUBE™
MASTERGRADSCHOOLS



MEDIAKIT 2021

OUR COMMITMENT:

To live fearlessly in 2021;
to keep telling your stories;
and to influence the education
decisions of students.

WHO WE ARE

Send us your questions or request a quick zoom chat with our Masters team. We help you find your voice in a cluttered postgraduate education market. We do this by telling your stories in a way that prospective students want to hear them. We show them that you are real through sourcing, producing and writing authentic content based on input from those closest to you. We influence their decisions by showcasing who you are.

We bring your school to life by sharing your messages on our two portals:

[**mastertube.com**](https://mastertube.com) for video content and

[**mastergradschools.com**](https://mastergradschools.com) for written content

Send us your questions or request a quick zoom chat with our Masters team.

We have been around for almost ten years and all our staff have worked in higher education before, so we get it. We know there is a wealth of stories lingering in your university – our passion is to ensure that they are told and shared with the world. Find out how by paging through our media kit.

WHAT WE OFFER

People love stories, especially the ones they can relate to, which is why they are a vital marketing tool for all industries, especially in education. We offer you, educational institutions and service providers, an easy and dynamic way to create and share your stories, increase outreach to a diverse global target audience, increase click-throughs and traffic to your own landing pages, generate qualified opt-in contacts, forecast recruitment results with detailed stats reports, and achieve the best return on investment possible.

Send us your questions or request a quick zoom chat with our Masters team.

Our services are categorized under five sections in this media kit. Click on the section you are interested in to explore how we can collaborate in 2021.

“The MASTERTUBE team has been an important marketing partner for Santa Clara. From their creative video work to connections with worldwide prospects, MASTERTUBE has helped us build our brand awareness beyond Silicon Valley.”



Andrea Shaw, MBA
Assistant Dean of Marketing
and Communication
Leavey School of Business
Santa Clara University

A - ANNUAL PREMIUM PROFILE

School Profiles on MASTERTUBE & MASTERGRADSCHOOLS

When we set out on this journey, our aim was to offer a service to those looking for graduate education by showcasing the options available to them. This is still our aim today, which is why we will always offer a free Basic Profile to any school providing Master Programs. You can boost your video views, enlarge your digital footprint and reach your target audience on the only dedicated Master video search portal and have your school listed on the premier Master program content portal. This way students have access to authentic information to help them make an informed decision.

If you wish to showcase more of your school by really getting to the bottom of who you are and what you stand for, our Premium Profile offers you added features to boost more views and drive more traffic to you. Your content will be reflected on both MASTERTUBE and MASTERGRADSCHOOLS. Premium profiles are valid for 12 months.

BASIC School Profile Benefits (free):

- Host up to 30 of your latest and greatest videos on mastertube.com
- 10 videos per category (About Us, Testimonial, Faculty)
- Detailed video statistics and A/B testing
- Brochure download option
- Manage your videos on partner websites via your MASTERTUBE video library
- School listing on mastergradschools.com

FREE

PREMIUM School Profile Benefits (€2500 per year):

- **Basic Profile Benefits (free) +**
- Dedicated school **landing page**
- Fresh **intro text** written for SEO by our copywriters
- External URL to **school website**
- Featured school listing on home- and **country page**
- Up to eight student **ambassadors** (peer-to-peer)
- Two featured ambassador **vlogs and articles**
- Homepage **logo carousel**
- Access to your **opt-in contacts**

€2500
per year

“MASTERTUBE & MASTERGRADSCHOOLS provide valuable resources for candidates and schools. Candidates are able to watch videos and read articles about their shortlisted Master programs and see what life on campus is really like before making a final decision.”



Rick Doyle (Germany),
Head of Marketing Degree
Programs
ESMT Berlin

B - Direct Email Campaigns

Reaching prospective students that you have not spoken to before remains a challenge to all. Our Direct Email (EDM) Campaigns offer you the opportunity to **contact and retarget new, focused, interested leads directly**. We can use one of your own designs or create the mailing for you – the choice is yours.

- **1 eDM Campaign = 1000 targeted email addresses**
- Target audience can be filtered by Region, Country and/ or Age range.
- Average open rate 50% *
- Average click rate 4% *
- Own HTML or MASTERTUBE templates

* Industry standards open rate 23%, click rate 2,9 %

We offer the following:

- **1 x eDM campaign** = €2250
- **2 x eDM campaigns** = €2050 per campaign
- **3 or more eDM campaigns** = €1800 per campaign

“I found my school on MASTERTUBE. I think it’s an amazing platform and medium where students can connect with the best schools”



Julan Das (Bangladesh),
Master of Management
Innovation and
Entrepreneurship (MIE)
**Antwerp Management
School**

Banners examples



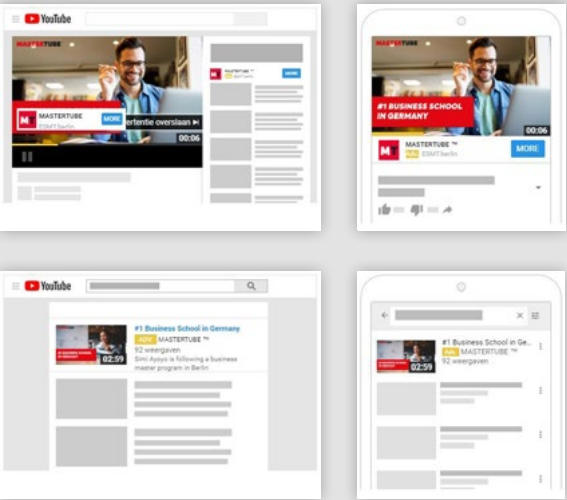
470 x 470 px



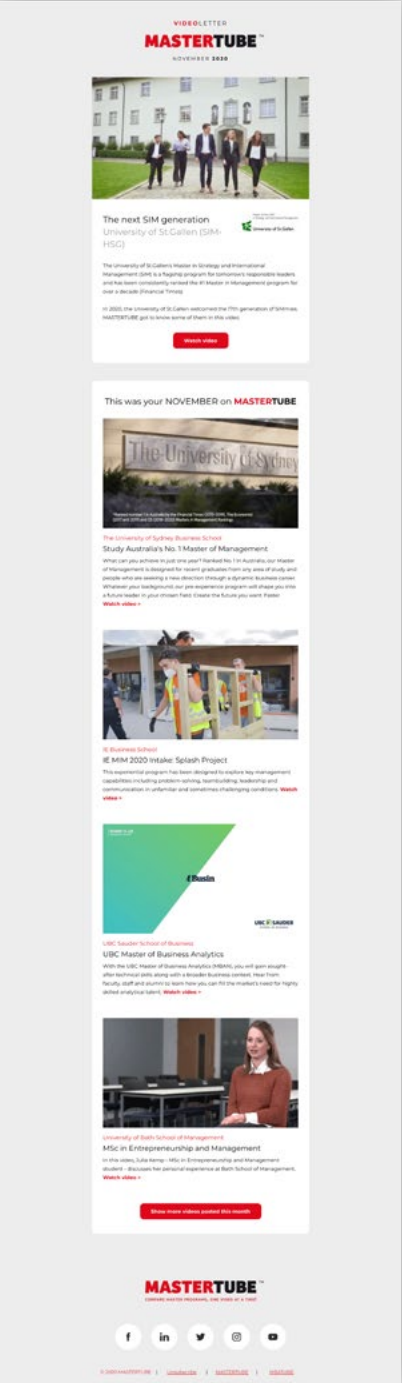
220 x 220 px



Download YouTube Ads Proposal



View previous videoletters



C - Display Advertising

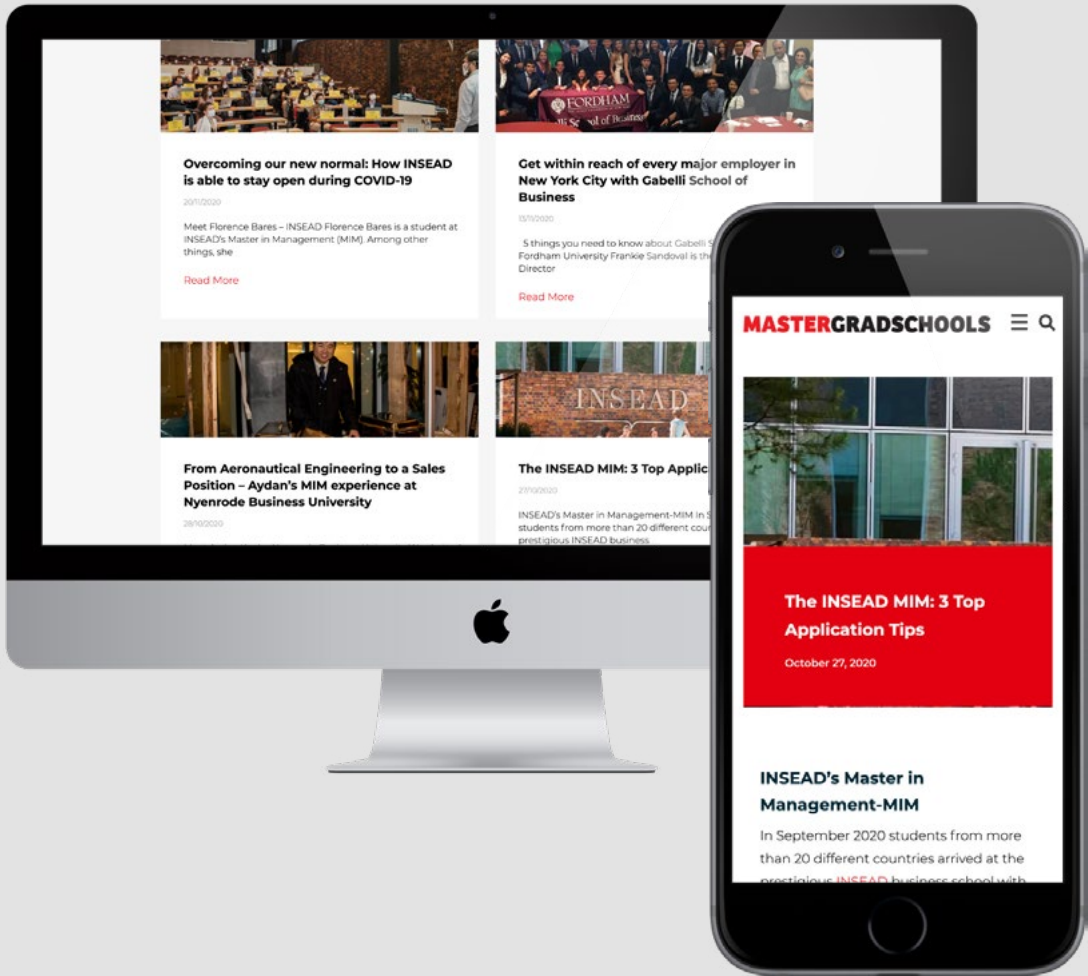
Our portals receive thousands of visitors daily, all of whom are dedicated to continuing their education and exploring options on where best to do this. Thus, the perfect platform for you to reach them and influence their decisions by making sure you are visible. **Easy pricing at €1000 per advertising option** means you always know what you’ll get for your spend.

We offer the following:

- **Banners** = €1000 for 100K impressions
- **MASTERTUBE homepage video skin take-over** = €1000 for 1 month
- **Video- or newsletter entry (with UTM links if preferred)** = €1000 per entry
- **Social media** = €1000 per promoted campaign
- **YouTube ad campaigns** = €1000 for 1 ad campaign for 1 month

Download YouTube Ads Proposal

Article example



“MasterTube allowed me to discover what I
could experience during my Master by
watching videos of my predecessors”



Chloé Potier (France),
Master in Management
(GETT)
EDHEC Business School

D - Editorial content

We all know content is king, but where do you find the time and writers to source and create enticing content that will be a true testimony to who you are? Let us do this for you by **enlarging your online influence with professional editorial content**. Your community (students, staff, alumni, faculty) stands central in the stories we write, be it about your programs, talent to watch or relevant topics. Most of our articles include personal quotes and voice or video recordings.

We offer the following:

- **3 articles** = €2400
- **5 articles** = €3500
- **10 articles** = €6000

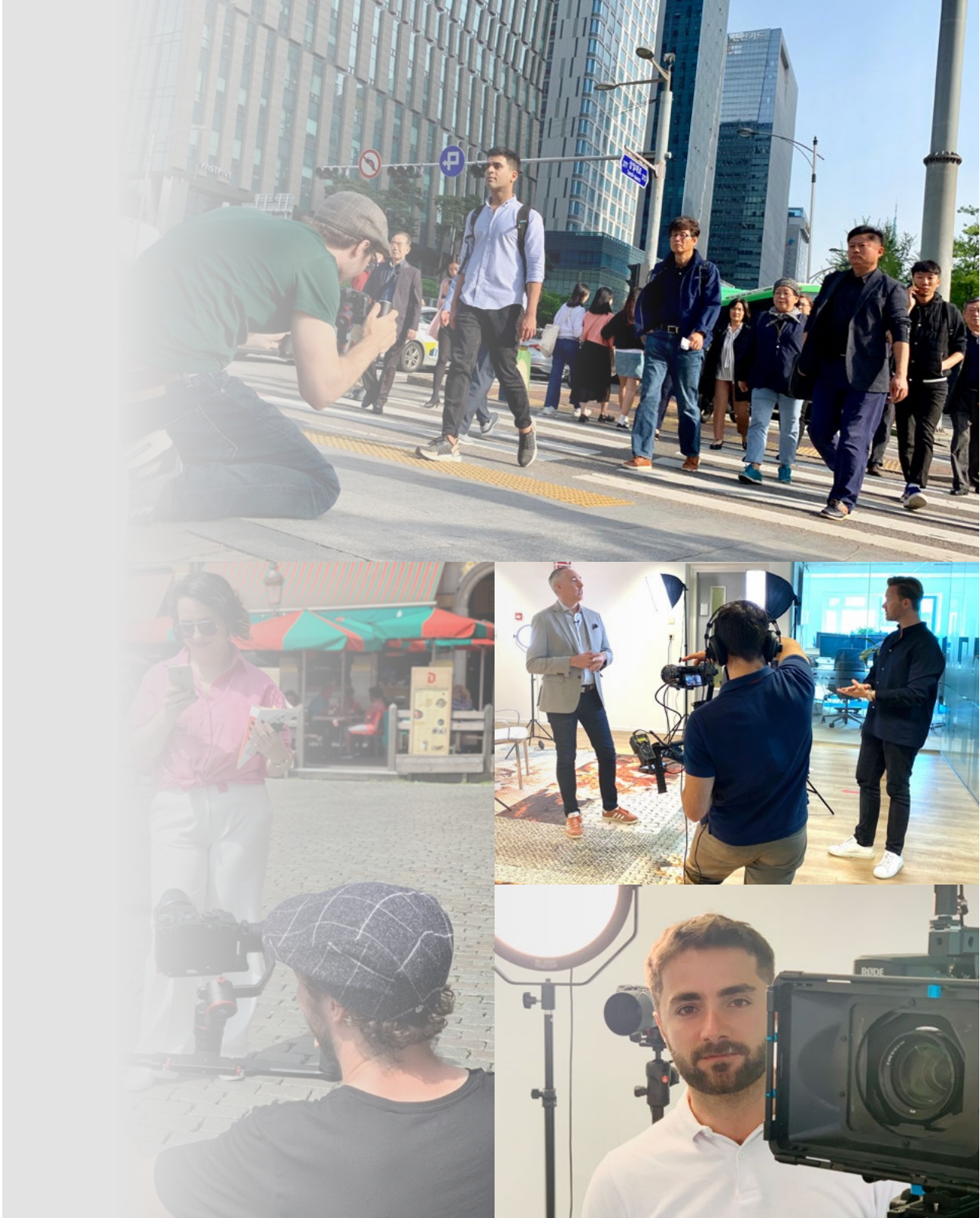
For articles with 500 - 1000 words



“Our project with MASTERTUBE was a huge success thanks to their creative approach, attention to detail and professionalism. We look forward to working with them again on future video projects.”



Arnoud Monster
(The Netherlands),
Executive Director
Recruitment & Admissions
RSM Erasmus University



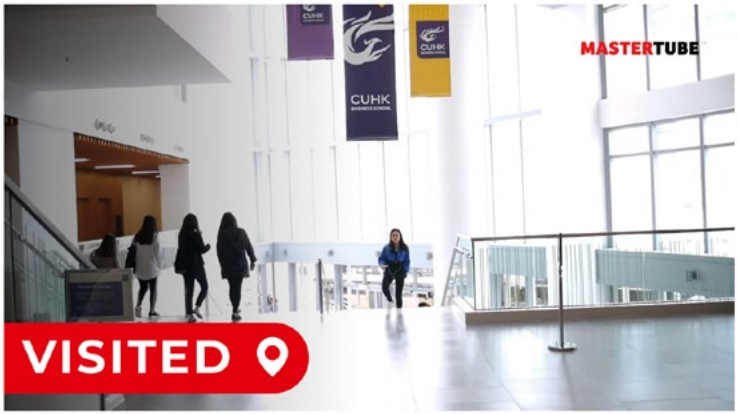
E - Video content

Video production (On-site and/or Remote)

Nothing tells a story better than video. Video production is a core part of what we do. We come to your campus, we go on location or we record remotely – whatever your preference, whatever the situation, we can create videos around it. Our professional videographers and editors will work with you to **create videos that truly capture the essence of who you are.**

All our videos can be converted to various aspect ratios to fit the channel and device of choice and captions for silent viewing are possible.

1.



2.

3.



MASTERTUBE branded videos

Offering an independent third-party perspective, we create videos that offer editorial and authoritative content and opinions on your school. Our users have come to trust us as experts in showcasing Master Program options – let our videos explain to them what differentiates you.

Feature video - €2500*

- Choose from one of our standard formats
- 3 min videos, 3 edit rounds, 1 filming location
- Examples

- 1. MASTERTUBE visits**
- 2. A day in the life**
- 3. Study destinations**

*Prices include travelling costs, preparation, production and postproduction. For schools outside the EU there is a €1000 travel stipend.



Marine Roudie,
Multimedia and Social Media
Specialist
EDHEC Bsueinss School

1.



2.

3.

“I looked at every video I could find about the school I was interested in. It helped me make my final decision”



Frederik Hamann (Germany),
Master in Management
ESMT Berlin

School branded videos

Producing high-quality videos that bring your stories to life can be cumbersome and expensive. Let us take the hassle out of the process by creating your school videos for you, with pricing that won't break the bank. If you have existing footage that needs editing, we can also help – contact us for more information.

1. Corporate video = €850 - €3500

- 3 edits rounds, multiple locations possible
- Various formats possible

2. Animated video = €3000 - €5000

- Whiteboard animation with voiceover
- 60 – 90 seconds

3. Social Snacks = 10 snacks for €5000

- 5 – 20 second snacks
- 2D animation or motion graphics

“The professionalism of the team meant we could remain largely hands-off during production. Their ease of working directly with the lecturers played an instrumental role in the success of our project.”



Andrew Dalik ,
Strategic Brand Projects
University of St.Gallen

4.



5.

6.

4. YouTube / Social media ads = price on request

- Bumper, Discovery or skippable ads
- 6 seconds, 29 seconds or full-length
- Captions

5. Online or Blended learning / lecture content = €20,000

- 50 school branded lectures
- Average 15-30 mins lectures
- Live editing, i.e. fast delivery
- 3 live feeds and split screen options

6. Interactive videos = price on request

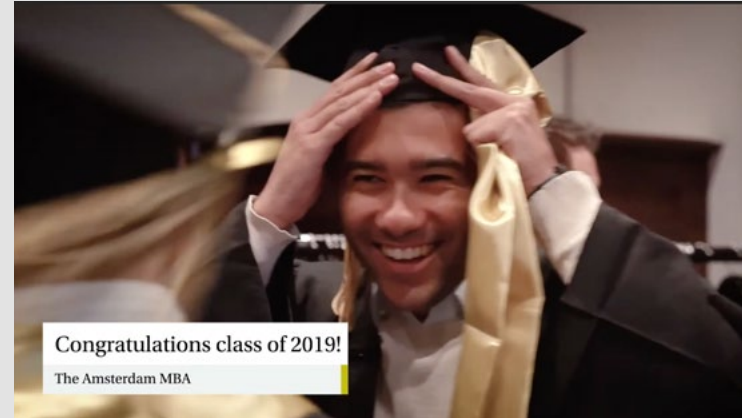
- Including use of software, storage and streaming
- Multiple language options
- Insert a login, chapters, test or game to engage your viewers

“MASTERTUBE delivered individualized graduation videos for each one of our graduates. We loved it. They loved it. And we will do it again!”



Jesper van de Voorn,
Marketing & Innovation Lead
**University of Amsterdam
Business School**

7.



8.

9.

7. Grad-You-ation videos = €10,000

- 100 individual 60 second graduation videos
- Generic compilation
- Social media format (easy for graduates to share)
- Huge viral effect with great reach
- Fast delivery / nostalgia marketing
- The perfect virtual graduation gift

8. Access Masters / MASTERTUBE ‘5 Things You Need To Know’ = €750

- This video is included in the Access Booster Profile package
- Standard 90 second format
- 1 speaker
- 7 clips (intro, outro, 5 things)

9. Online assessment / admissions videos = €5000

- 50 school branded video questions
- Intro and outro
- Teleprompter
- Example Kira Talent

DISCOUNTED PACKAGES

We realize that you work on a tight budget which is why we have packages available that will help you achieve more with spending less. Choose one of our discounted packages, valid for 12 months from date of purchase.

Package A - € 5000

Premium Profile

- + 3 Articles
- + 1-month Video-skin
take-over on MASTERTUBE

You save € 900

Package B - € 10,000

Premium Profile

- + 5 Articles
- + 3-month Video-skin
take-over on MASTERTUBE
- + 1 eDM campaign to 1000
targeted emails

You save € 1250

Package C - € 15,000

Premium Profile

- + 5 Articles
- + 3-month Video-skin
take-over on MASTERTUBE
- + 3 eDM campaigns to 1000
targeted emails each
- + 1 Videoletter / Newsletter
entry
- + 2 Banners – 100K impressions

You save € 2400

Package D - € 20,000

Premium Profile

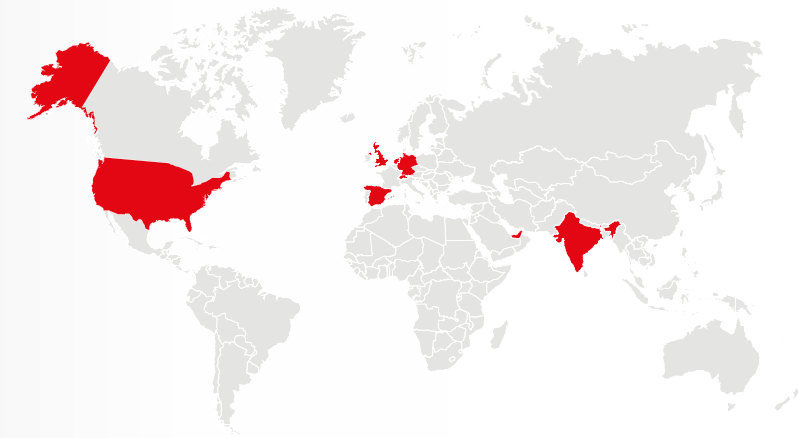
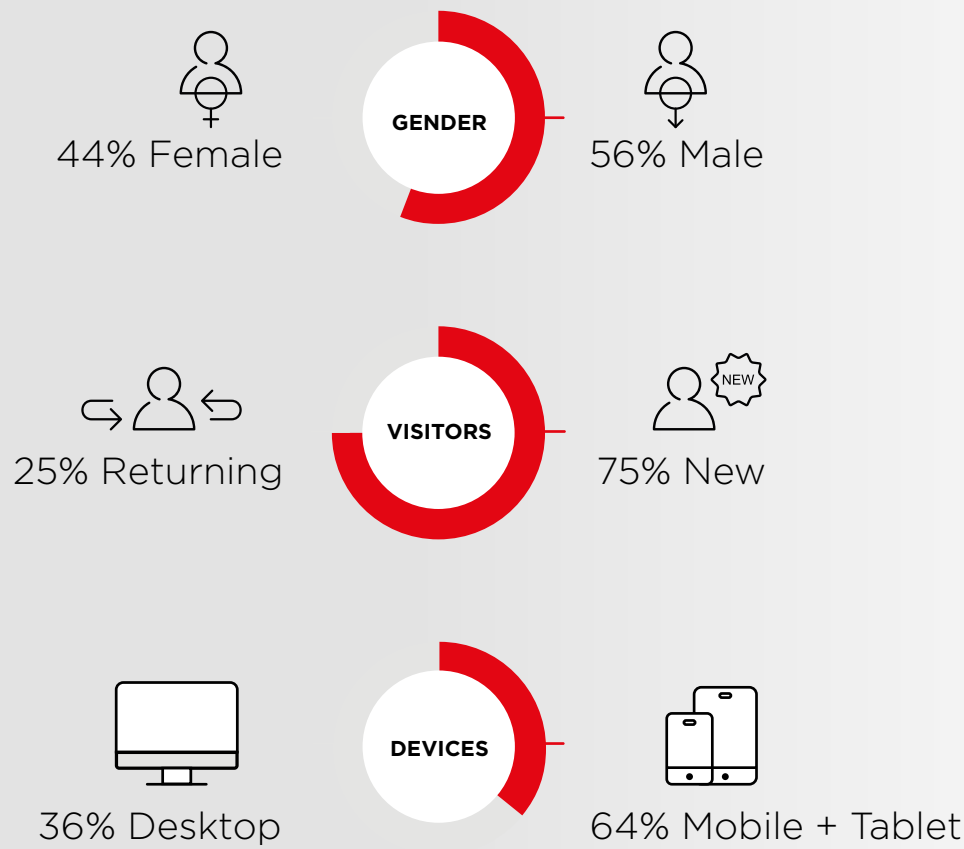
- + 10 Articles
- + 3-month Video-skin
take-over on MASTERTUBE
- + 3 eDM campaigns to 1000
targeted emails each
- + 1 Videoletter / Newsletter
entry
- + 1 Banner – 100K impressions
- + 2 x MT video productions

You save € 3900

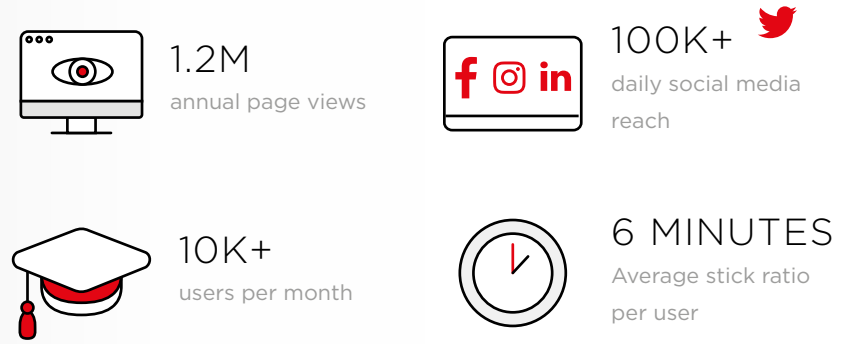
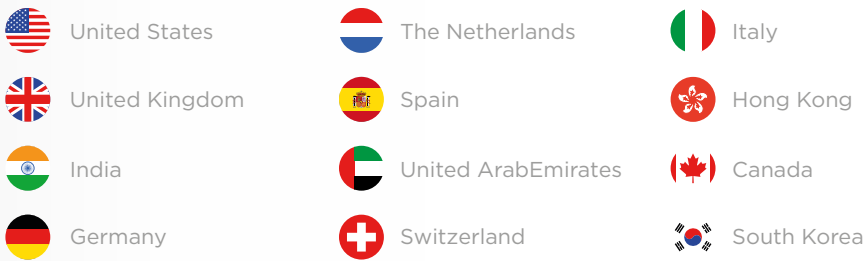
Send us your questions or request a quick zoom chat with our Masters team.

STATS & DEMOGRAPHICS

Yes, we know: numbers matter. We have included some of our main statistics on user traffic and behavior below. If you wish to have more details or tailored trends for your school, feel free to reach out.



TOP12 Geographics



OUR TEAM



Rick Rudolph
Founder | Managing Director



Marta Rodríguez Iborra
Director Business Development



Sophie Poulsen
Managing Editor



Nick Harland
Copywriter



Fynn Roovers
Videographer



Klevis Elmazaj
Videographer



Fern Pearson
Social Media Manager



Julián Bueno Ardila
SEO & SEM

OUR ADVISORY BOARD



Bregje Spijkerman
Business Development Advisor



Sjoerd van der Eijk
Financial Advisor



Maryke Luijendijk
Industry Advisor



Christian van Seeters
Legal Advisor



Stefan Hensing
Design and UX Advisor



Werner Laicht
IT Development Advisor

Send us your questions or request a quick zoom chat with our Masters team.

WHO WE WORK WITH

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200+ Participating graduate schools

See all participating graduate schools on [MASTERTUBE](#) | [MASTERGRADSCHOOLS](#)



Partners



Send us your questions or request a quick zoom chat with our Masters team.

For specialized Master programs, go to:

WE LOOK FORWARD TO WORKING WITH YOU

MASTERTUBE™ **MASTERGRADSCHOOLS**

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