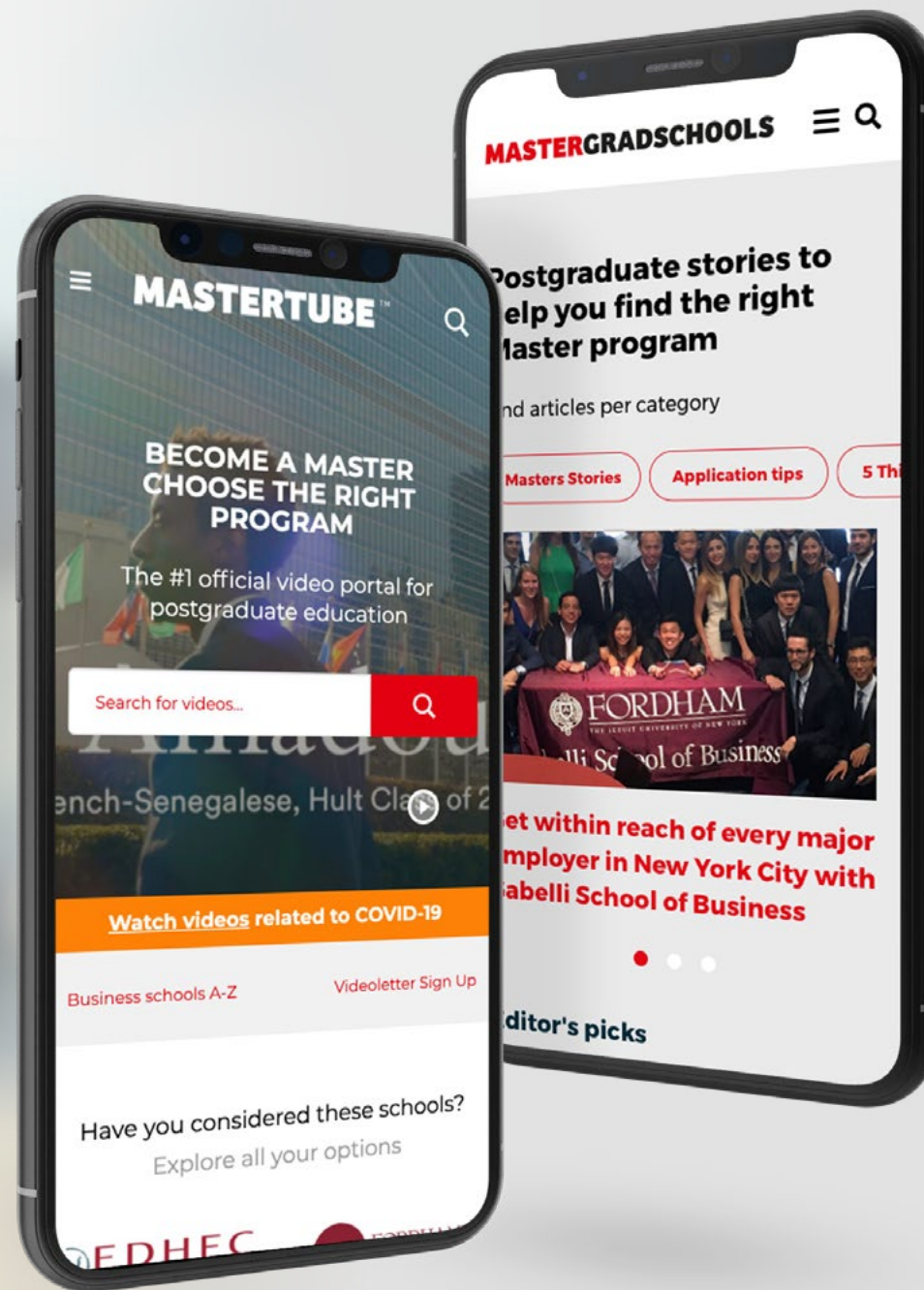


MASTERTUBE™
MASTERGRADSCHOOLS



MEDIAKIT 2022

OUR COMMITMENT:

To remember that happiness is an inside job; to keep telling your stories; and to help future students understand your brand promise.

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 editorial 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.

Our services are categorized under six sections in this media kit. Click on the section you are interested in to explore how we can collaborate in 2022.

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

“Our collaboration with MASTERTUBE goes back nearly 5 years. We have seen over time their capability of adapting to uncertainty and reinvent themselves to market needs: in 5 years we saw them go from a video profiling platform to offering media opportunities, in-house and bespoke video to video-content articles.”



Sonia Gastaud, Head of International Marketing, Master programmes
EDHEC Business School

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 on mastergradschools.com**
- Fresh **intro text** written for SEO by our copywriters
- External UTM to **your school website and programs**
- Up to eight student **ambassadors** (peer-to-peer)
- Two featured **ambassador video interviews and articles**
- **Article promotion** to target audience
- Homepage **logo carousel** and **listing on country page**
- Access to your **opt-in contacts**
- **Annual report** on your profile and article performance

€2500
per year

Template example

Template example

“The team at MASTERTUBE has been an incredibly resourceful and creative marketing partner for INSEAD, who has helped to amplify our messages and build brand awareness globally.”



Chloe (Vatikiotis) Heiny-Robert, Product Marketing Manager - Global Marketing
INSEAD

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

Banners examples



470 x 470 px



220 x 220 px



Banner examples on MASTERGRADSCHOOLS:

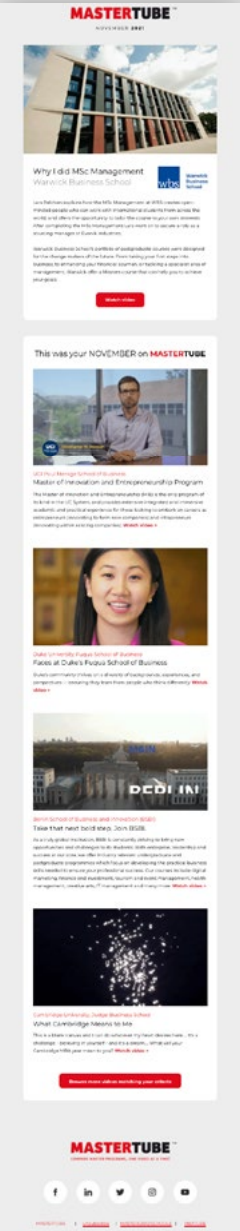


Homepage: 370 X 300 px

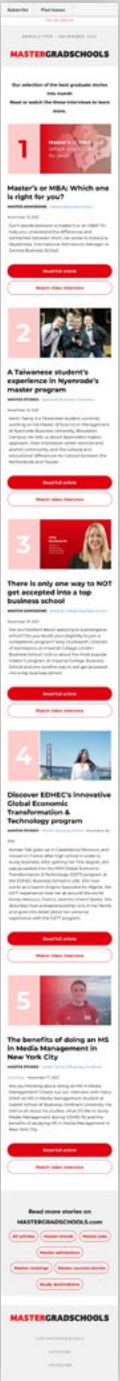
Article Page: 350 X 655 px
Height Max



Videoletters on
MASTERTUBE:



Newsletters on
MASTERGRADSCHOOLS



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



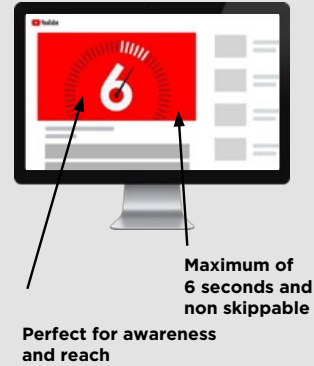
Rick Doyle,
Head of Marketing,
Degree Programs
ESMT Berlin

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



Arnoud Monster,
Executive Director
Recruitment & Admissions
RSM Erasmus University

1



Bumper ads

Bumper ads are 6 seconds or shorter and play before, during or after a video. Viewers don't have the option to skip it. These ads are perfect if you want to create awareness and if you want to reach a larger audience with a short, memorable message. You pay per 1.000 views which makes them very affordable.

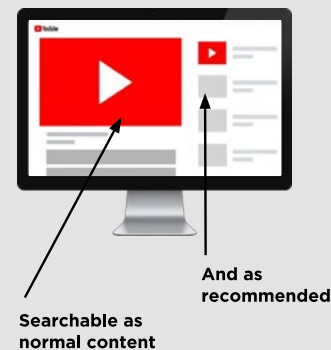
2



In-stream Skippable ads

In-Stream Ads appear before, during, or after video content and are skippable after five seconds. You pay on a cost-per-view basis and are only charged when someone clicks on the ad, watches 30 seconds of it, or watches the whole ad. Your in-stream ad can be up to three minutes long.

3



Discovery ads

Discovery Ads promote a video in places of discovery, such as next to related videos, as part of a YouTube search result, or on the YouTube mobile homepage. These ads are intended to promote a particular videos by directing users to a corresponding YouTube channel page and great for growing reach with a highly interested audience.

D - YouTube Advertising

We offer 3 types of ads:

1. Bumper Ads (6sec)
2. In-stream Skippable Ads (29sec)
3. Discovery Ads

2 ADS (Bumper + In-stream Skippable)

- **3 months** = €3,000
- **6 months** = €5,750
- **12 months** = €11,000

3 ADS (Bumper + In-stream Skippable + Discovery)

- **3 months** = €4,000
- **6 months** = €6,750
- **12 months** = €12,000
- includes budget spent
- budget spent can be increased for better result
- To demonstrate reach and lead generation capability, we suggest a minimum 2 ADS x 3 MONTHs trial

[Download YouTube Ads Proposal](#)

Article example on MASTERGRADSCHOOLS



“Our student ambassadors loved sharing their personal UT experiences with MASTERGRADSCHOOLS. The video interview component to each article made it even more credible.”



Maria Popel,
Associate Director International Graduate Admissions
The University of Tampa

E - 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. ALL our articles include personal quotes and voice* or video recordings.

We offer the following:

- **3 articles** = €2500
- **5 articles** = €3500
- **10 articles** = €6000

For articles with 500 - 1000 words



*Podcast:

Podcast interview and article = €1000

[Podcast article example](#)



“MASTERTUBE bring out the best in people, they make them feel at ease in front of the camera and are experts in guiding them through the interview. As a trusted partner, MASTERTUBE create a great deal of value for us and help bring our content strategy to life.”



Nadine Höhener,
University of St.Gallen,
SIM-HSG



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.

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



Maggie Hurlbut, Assistant Director of Marketing and Communications
Leavey School of Business
Santa Clara University

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 - €1500-3500*

- 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. Where are they now (remote video)**

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

1.

2.

3.

“All our speakers, even the most camera-shy, were put at ease and genuinely enjoyed the process. MASTERTUBE delivers more than just a video, but instead a really compelling story with lots of character! I am looking forward to working with them on our next production.”



Marine Roudie,
Multimedia and Social Media
Specialist
EDHEC Bsueinss School

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. Remote video = €1500

- Student profile video
- Share your alumni’s experiences through their own camera rolls
- Recorded remotely from anywhere in the world

3. Motion Graphic Video = €1000

- 60 seconds
- Text animation
- May include school b-roll footage

4.

5.

6.

“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. YouTube / Social media ads = price on request

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

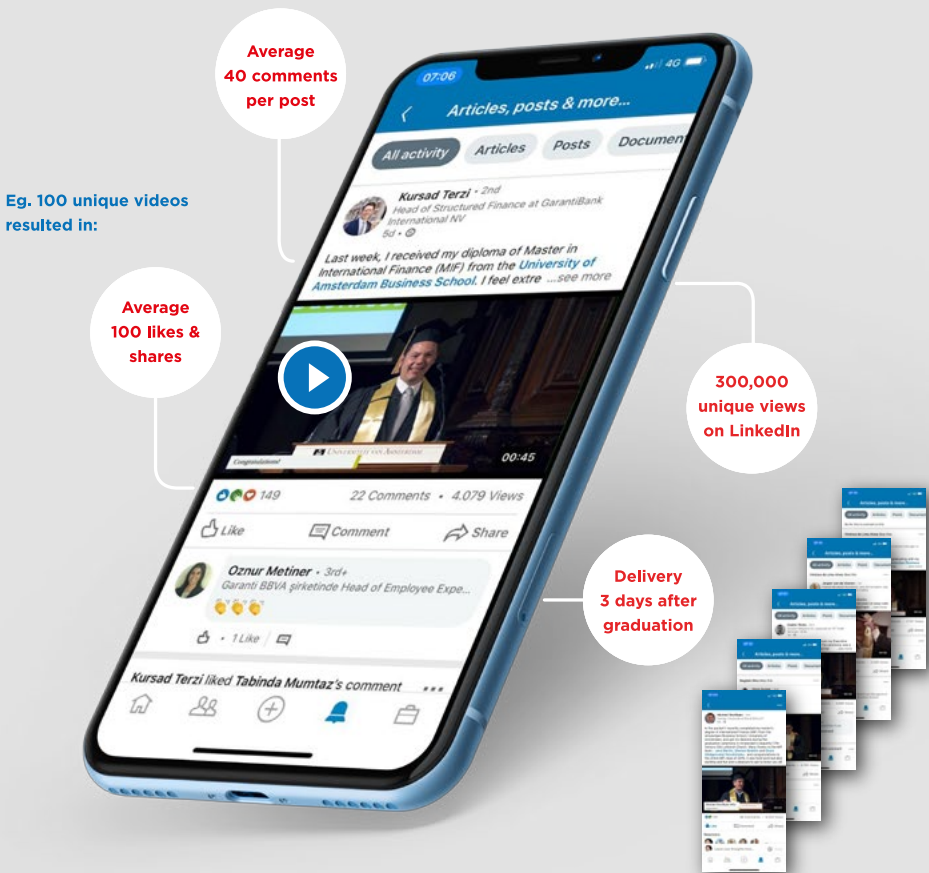
5. Online or Blended learning / lecture content = €20,000

- 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!”



Grad-You-ation

Word of mouth marketing has never been this easy!

Reach your graduates’ personal networks by offering them a product they will be proud to share with their peers.

Aligning marketing strategies with emotion has already proven to be successful, but tapping into fond memories can be an invaluable tactic, especially for engaging for your prospective students. Create **tailored individual graduation videos** for each of your graduates. Give them something to treasure, while engaging with a potential new audience of future graduates.

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**



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.

**MOST
POPULAR**

Package A - € 10,000

- + **Premium Profile**
- + 5 sponsored articles
- + 3 mont video-skin take-over on MASTERTUBE
- + 1 eDM campaign to 1000 geo-targeted emails

Package B - € 15,000

- + **Premium Profile**
- + 5 sponsored articles
- + 3-month video-skin take-over on MASTERTUBE
- + 2 eDM campaigns to 1000 geo-targeted emails each
- + 2 Sponsored display banners - 100K impressions on MASTERGRADSCHOOLS
- + 1 Newsletter or Videoletter entry

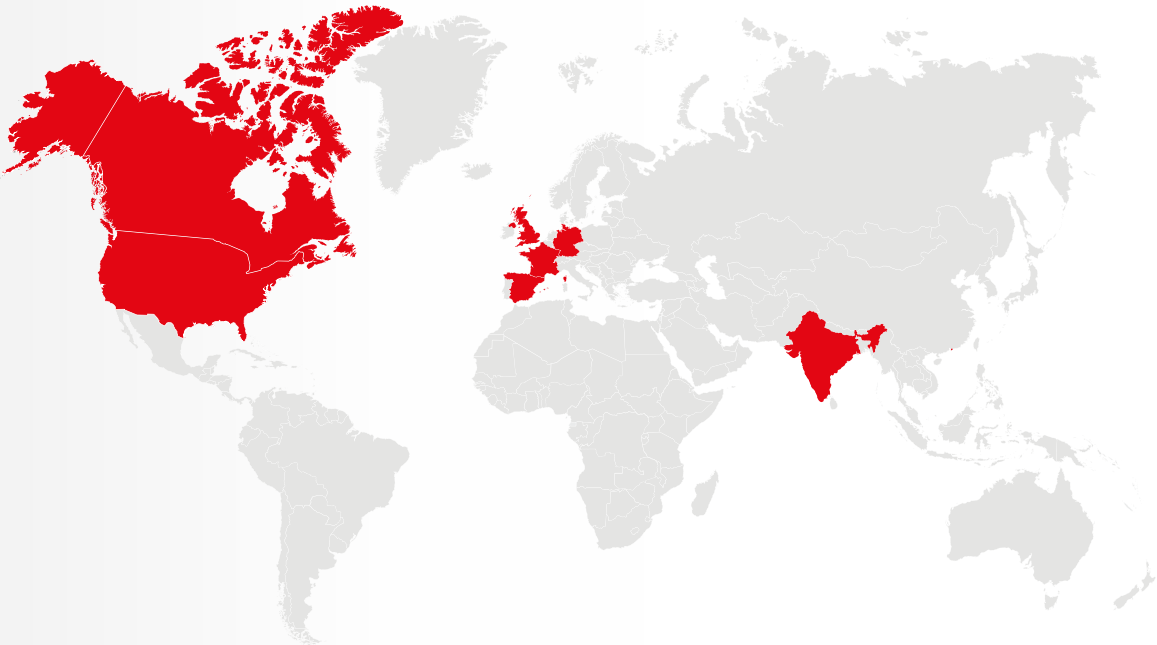
Package C - € 20,000

- + **Premium Profile**
- + 10 Sponsored articles
- + 3-month video-skin take-over on MASTERTUBE
- + 3 eDM campaigns to 1000 geo-targeted emails each
- + 2 Sponsored display banners - 100K impressions on MASTERGRADSCHOOLS
- + 3 Newsletter or Videoletter entries

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.



MASTERGRADSCHOOLS

(est. 2020)



135K
annual page views
(and growing)



3000
average page
views per article



54% Female



46% Male



20 - 30
Age



65% Mobile

TOP5 Countries



United States



India



Germany



United Kingdom



France

MASTERTUBE™

(est. 2013)



1M+
annual unique
video views



100K+
social media
following



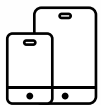
49% Female



51% Male



20 - 30
Age



60% Mobile

TOP5 Countries



United States



India



Canada



United Kingdom



Germany

OUR TEAM



Rick Rudolph

Founder | Managing Director



Marta Rodríguez Iborra

Director Business Development



Sophie Poulsen

Managing Editor



Nick Harland

Copywriter



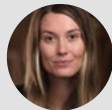
Tom Grims

Website Administrator | SEO



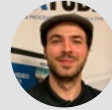
Patrick Don

SEM | YouTube



Sydney Triggs

Copywriter



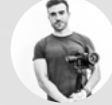
Fynn Roovers

Videographer



Klevis Elmazaj

Videographer



Victor Sanz

Videographer



Alex Kain

Videographer



Fern Pearson

Social Media Manager



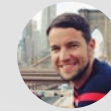
Maruša Kovačič

Graphic Designer



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

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

WHO WE WORK WITH

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 MBA programs, go to:

WE LOOK FORWARD TO WORKING WITH YOU

MASTERTUBE™ **MASTERGRADSCHOOLS**

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