

# MBA CHANNEL

OUR KNOWLEDGE. YOUR BENEFIT.



media kit 2010

price list no. 5 - effective March 1st, 2010

## MBACHANNEL positioning

MBACHANNEL strives to be Europe's leading online community that accompanies and guides MBA students throughout their entire career.

Editor in chief - Bärbel Schwertfeger - is the leading European expert. She and her team contribute quality editorial content of maximum relevance to all MBACHANNEL users.

## MBACHANNEL target groups

MBACHANNEL users are a well educated, ambitious expert audience of international decision-makers between the ages of 25 and 45. As the future business elite they show exceptional involvement. Choosing MBACHANNEL you will directly reach this target group.

## MBACHANNEL content

MBA candidates and current students as well as alumni, universities and businesses are all provided with first class journalism tailored to their specific needs. At the same time our site strives to be a fun environment to explore. MBACHANNEL bundles all relevant information about the leading international business schools:

- school database with substantial search functions
- newsletter and event calendar
- critical analysis, exclusive news and interviews as well as latest facts from the academic and business arena
- practical guidance for admissions, student life and career
- active international community
- bilingual: ✓ English (standard) ✓ German (optional)

## MBACHANNEL features

MBACHANNEL links a wide range of advertising options to premium content and supports a targeted, value oriented communication strategy. Our website is well structured and easy to navigate. It features the following categories:

- [news](#)  
(including our monthly newsletter)
- [schools](#)  
(including our school directory)
- [orientations](#)  
(including valuable tips from our editors)
- [calendar](#)  
(featuring events, deadlines etc.)
- [career](#)  
(featuring our new employer directory)
- [blog](#)  
(with latest opinions among MBA community members)



## Contact

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[www.mba-channel.com](http://www.mba-channel.com)

## Please send me an individual quote for:

- newsletter advertising
- banners / ad words
- full school profile
- other

email [reisch@mba-channel.com](mailto:reisch@mba-channel.com)  
fax +49 | (0)5 21 | 44 69 39 49

## How the classic MBA CHANNEL advertising formats work

**fullsize banner ▶ 2.100 € per month,  
35 € per 1.000 PI**

468 x 60 px; max. 120 KB; top position, on homepage and all subpages; the traditional format for online campaigns - perfect for monthly campaigns e.g. before a deadline or to promote an event

**skyscraper ▶ 3.000 € per month,  
50 € per 1.000 PI**

120 x 500 px; max. 120 KB; max. 120 kb; on the very right, on homepage and all subpages; a rather impressive format for online campaigns - perfect to promote your most important messages and events

**ad words (text only) ▶ 480 € per month,  
8 € per 1.000 PI**

140 x 100 px; max. 125 characters (excl. spaces); on the very right, on homepage and all subpages; this format offers great value for money, it is an economical way to maintain your presence throughout the year

**ad words with logo ▶ 600 € per month,  
10 € per 1.000 PI**

140 x 100 px; max. 125 characters (excl. spaces); on the very right, on homepage and all subpages; this format offers great value for money, it is an economical way to maintain your presence throughout the year

**ad words with animamted logo ▶ 720 €  
per month, 12 € per 1.000 PI**

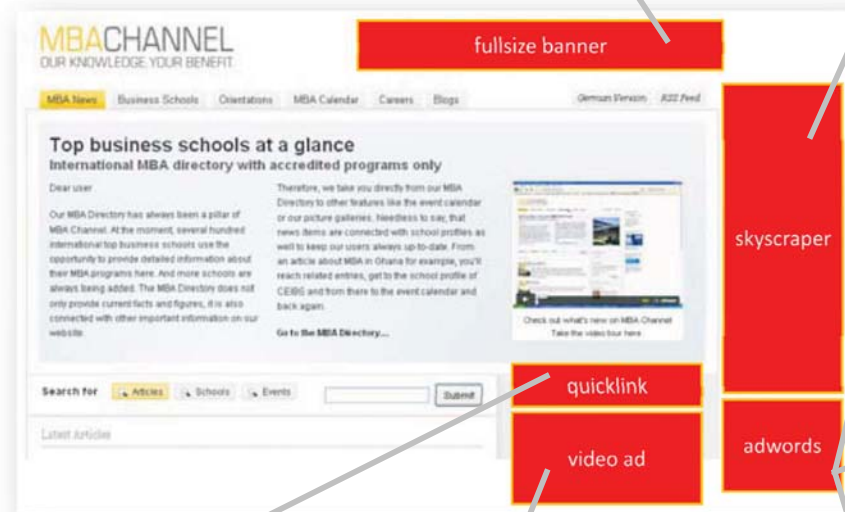
140 x 100 px; max. 125 characters (excl. spaces); on the very right, on homepage and all subpages; this format offers great value for money, it is an economical way to maintain your presence throughout the year

**quicklinks ▶ FREE if you link back to us**

In the right column, on all news pages; linking to your school profile; giving your school profile even more exposure.

**video ad ▶ 600 € per month,  
10 € per 1.000 PI**

250 x 250 px; max. 5 MB; in the right column, on all news pages; our newest format for online campaigns - ideal to show a very personalized picture of your school and programs; benefit from the latest opportunities of online advertising!



## MBA CHANNEL e-guides

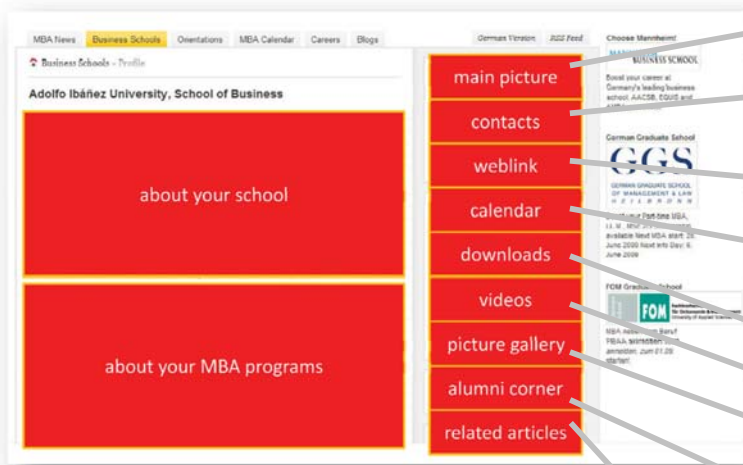
We continually publish e-guides for our users; exclusive and non-exclusive sponsorships are available; please ask for details and the list of topics.

**1/1 page 4c in e-guide ▶ 950 €**

**exclusive sponsoring for e-guide ▶ 2.550 €**

## How the MBA CHANNEL school directory & the school profiles work

Being listed in our school directory provides you with an individual URL to present lots of information about your institution. (Download application form at [www.mba-channel.com/advertisement](http://www.mba-channel.com/advertisement).) The basic school profile does not have any financial obligations. All information will be provided by the schools. Only accredited schools with governmental recognition in their respective countries will be admitted. US-schools need to be accredited by the AACSB. MBA programs with less than 50% general management content will not be accepted. The final decision about your admission is made by the MBA CHANNEL editorial team only.



- main picture ► FREE (basic profile)
- contacts ► FREE (basic profile) + 25 € per forwarded candidate lead
- weblink ► 60 € per year (upgraded & full profile)
- basic calendar ► FREE (basic profile)  
full calendar ► 600 € per year (full profile)
- downloads ► 600 € per year (full profile)
- videos ► 600 € per year (full profile)
- picture gallery ► 600 € per year (full profile)
- alumni corner ► 600 € per year (full profile)  
max. 125 characters (excluding spaces); room for a testimonial with picture and contact details for your alumni organization
- related articles ► FREE  
a complimentary editorial service: the latest MBA CHANNEL article about your school will be featured here

### about your school ► FREE (basic profile)

What our users are looking for: The unique characteristics of your school, rankings, and accreditation. Plus the type of MBA programs you offer.

### about your MBA programs ► 600 € per year (full profile)

What our users are looking for: MBA program facts & statistics, structure and content, faculty and student life.



## MBA CHANNEL school profile packages

### basic profile ► FREE

school information, main picture, contacts, and basic calendar use

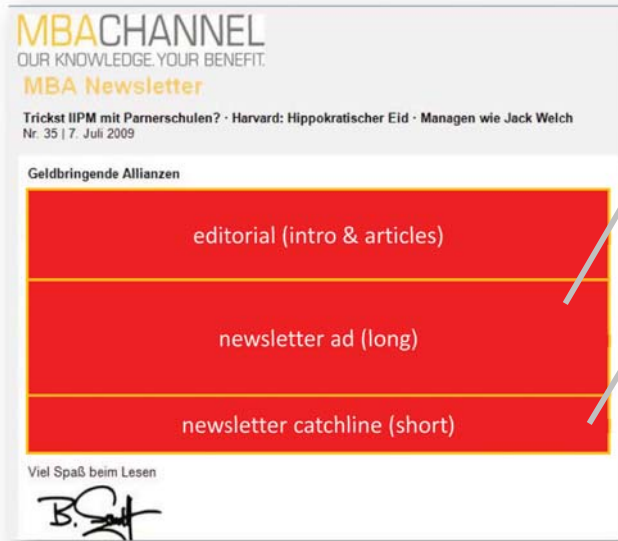
### upgraded profile ► 60 € per year

school information, main picture, contacts, basic calendar use, and link to your own website

### full profile ► 600 € per year

unlimited use of all school profile features, with MBA program details, including full use of the calendar, plus 3 free event tweets per year

## How the MBA CHANNEL mailings work



### newsletter ad long ► 250 € per ad

650 characters (excluding spaces) in the editorial section; bilingual (German & English); including logo and link to your school profile

### newsletter ad short ► 150 € per ad

325 characters (excluding spaces) in the editorial section; bilingual (German & English); including logo and link to your school profile

### stand-alone-mailing ► 950 € per campaign

10,000 characters (excluding spaces) for your own content; html format can be accommodated; sent uniquely to targeted subscribers, bilingual service available (German & English)



### NEWSLETTER ISSUES

### ADVERTISING DEADLINES

### DATE OF PUBLICATION

No. 41	January	2010	18. DEC 2009	05. JAN 2010
No. 42	February	2010	22. JAN 2010	02. FEB 2010
No. 43	March	2010	19. FEB 2010	02. MAR 2010
No. 44	April	2010	26. MAR 2010	06. APR 2010
No. 45	May	2010	23. APR 2010	04. MAY 2010
No. 46	June	2010	21. MAY 2010	01. JUN 2010
No. 47	July	2010	25. JUN 2010	06. JUL 2010
No. 48	August	2010	23. JUL 2010	03. AUG 2010
No. 49	September	2010	27. AUG 2010	07. SEP 2010
No. 50	October	2010	24. SEP 2010	05. OCT 2010
No. 51	November	2010	22. OCT 2010	02. NOV 2010
No. 52	December	2010	26. NOV 2010	07. DEC 2010

► Our newsletters are published every 4 weeks on the **1st Tuesday of each month.**

► **Triple publication:** 1. sent to subscribers, 2. announced through Twitter & Facebook, 3. available online for 4 weeks at [www.mba-channel.com/mba-newsletter](http://www.mba-channel.com/mba-newsletter).

► Our **subscribers** sign up for the newsletter voluntarily; we do not buy recipient lists.

► **Frequency discounts:** 5% for up to 3 issues, 15% for up to 6 issues and 25% for up to 12 issues

► **Special edition newsletters** are also available. Please contact us for details.

## MBA CHANNEL social media activities

### tweets (Twitter & Facebook) ► 200 € per message

140 characters with link to your school profile on **MBA CHANNEL**; in English language  
Sent to our 10.000+ followers and fans on Twitter and Facebook.

For further details please visit  
[www.twitter.com/MBA\\_Channel](http://www.twitter.com/MBA_Channel)  
<http://www.facebook.com/MBAchannel>

### RATE CARD

OPTION	FORMAT	DETAILS	PRICE
<input type="checkbox"/> <b>fullsize banner</b>	468 x 60 px; jpg, gif, html or flash	max. 120 kb; top position, on all pages	2.100 € per month
<input type="checkbox"/> <b>skyscraper</b>	120 x 500 px; jpg, gif, html or flash	max. 120 kb; on the very right, on all pages	3.000 € per month
<input type="checkbox"/> <b>ad words (text only)</b>	140 x 100 px; text	max. 125 characters (excluding spaces); on the very right, on all pages	480 € per month
<input type="checkbox"/> <b>ad words with logo</b>	140 x 100 px; text & logo	max. 125 characters (excluding spaces); on the very right, on all pages	600 € per month
<input type="checkbox"/> <b>ad words with anim. logo</b>	140 x 100 px; text & logo (no flash)	max. 125 characters (excluding spaces); on the very right, on all pages	720 € per month
<input type="checkbox"/> <b>video ad</b>	250 x 250 px; mov, avi, wmf and mpeg	max. 5 MB; in the right column, on all news pages	600 € per month
<input type="checkbox"/> <b>basic school profile</b>	text	compare application form at <a href="http://www.mba-channel.com/advertisement">www.mba-channel.com/advertisement</a>	FREE ► if approved
<input type="checkbox"/> <b>upgraded school profile</b>	text & URL	compare application form at <a href="http://www.mba-channel.com/advertisement">www.mba-channel.com/advertisement</a>	60 € per year ► if approved
<input type="checkbox"/> <b>full school profile</b>	text, URL & files (see below)	compare application form at <a href="http://www.mba-channel.com/advertisement">www.mba-channel.com/advertisement</a>	600 € per year ► if approved
<input type="checkbox"/> <b>quicklink</b>	URL	in the right column, on all news pages; linking to your school profile	FREE ► if you link back to us
<input type="checkbox"/> <b>main picture</b>	222 x 168 px; jpg only	max. 50 KB; part of your school profile on MBACHANNEL	FREE ► with basic school profile
<input type="checkbox"/> <b>full calendar</b>	text & logo	can also be booked without school profile, unlimited use	600 € per year ► without profile
<input type="checkbox"/> <b>candidate leads</b>	email	direct contact option as part of your school profile on MBACHANNEL	25 € per forwarded contact
<input type="checkbox"/> <b>downloads</b>	pdf	max. 2 MB per file; part of your school profile on MBACHANNEL	FREE ► with full school profile
<input type="checkbox"/> <b>videos</b>	250 x 250 px; mov, avi, wmf and mpeg	max. 5MB per file; part of your school profile on MBACHANNEL	FREE ► with full school profile
<input type="checkbox"/> <b>picture gallery</b>	640 x 478 px; jpg only	max. 200 KB; part of the school profile on MBACHANNEL	FREE ► with full school profile
<input type="checkbox"/> <b>alumni corner</b>	text & picture	max. 125 characters (excluding spaces); part of the school profile	FREE ► with full school profile
<input type="checkbox"/> <b>newsletter ad short</b>	text & logo (170 x 140 px, max. 50 KB)	max. 325 characters (excluding spaces); in the editorial section	150 € per ad
<input type="checkbox"/> <b>newsletter ad long</b>	text & logo( 170 x 140 px, max. 50 KB)	max. 650 characters (excluding spaces); in the editorial section	250 € per ad
<input type="checkbox"/> <b>tweets (Twitter&amp;Facebook)</b>	text & link & logo	140 characters text with link to your school profile on MBACHANNEL	200 € per message
<input type="checkbox"/> <b>stand-alone-mailing</b>	text & logo or html	max. 10.000 characters (excluding spaces); only limited availability	950 € per campaign
<input type="checkbox"/> <b>sponsoring</b>	individual, e.g. for e-guides	please ask for details	upon request

## TERMS AND CONDITIONS

“Advertising order” in the sense of the successive general terms and conditions is the contract for the release of one or more advertisements of an ad press or other advertiser on the **MBACHANNEL** website and its subsequent newsletter intended for publication.

Advertisements, which on the basis of their editorial composition are not recognizable as such, will be marked by **MBACHANNEL** clearly with the word ‘advertisement.’

**MBACHANNEL** reserves the right to decline advertising orders due to the content, origin, or technical format in accordance with a uniform, justified factual principle if the content breaks laws or is in breach of any regulations or for which the publication is unacceptable for **MBACHANNEL**. The rejection of a submission will be promptly communicated to the client. The client is responsible for the punctual delivery of clean data. If the data are indiscernible or otherwise damaged, **MBACHANNEL** will request alternate documents immediately.

**MBACHANNEL** guarantees the general image quality of the booked ads in the frame of the circumstances of the possibilities for the print data. Damage claims from proven infringement claims, debt at the close of the contract and illegal action are excluded – even if the order has been placed by telephone. Damage claims for compensation from the impossibility of performance and default are limited to the compensation of foreseeable damages and the fee of the respective ad. This does not apply for intention and gross negligence of the **MBACHANNEL** management and its agents of vicarious liability. The liability of **MBACHANNEL** for damages due to a lack of assured properties remains unaffected. The liability of merchants for gross negligence covers the foreseeable damages and is limited to the extent of the respective ad fee.

Claims must be registered within four weeks of receipt of the bill. In the case that the client does not provide advance payment, the bill will be sent after publication. The bill is to be paid within the payment period stated on the price list, unless in a specific case another payment period or prepayment is agreed upon.

In the case of delay of payment or default of payment, interest as well as collection costs will be charged. If there is a delay of payment, **MBACHANNEL** can postpone further execution of the running contract and demand advance payment for the remainder of the advertisements.

The client must carry the costs for the production of the data as well as for the client’s requested or acceptable changes or alterations from the original as agreed upon. Only by special demand from the client will data be returned. The responsibility of safekeeping ends three months after the contract’s expiration.

Each order is legally binding only after written confirmation by **MBACHANNEL**. The place of performance and jurisdiction is the registered office of **MBACHANNEL**.

The client is solely responsible for the content and legitimacy of the text and photo documents to be made available. It is incumbent upon the client to exempt **MBACHANNEL** from third party claims which could arise against **MBACHANNEL** from the execution of the order, even when it should be cancelled. **MBACHANNEL** is not obligated to verify submissions and ads with respect to whether third party rights will be infringed upon.

The delayed transmission of advertisement data to be published can have effects on the placement of the ad and disqualify later claims. **MBACHANNEL** reserves the right to invoice emerging additional costs.



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- newsletter advertising
- banners / ad words
- full school profile
- other

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