

TARGET TOP MBA PROSPECTS

Digital Advertising with Clear Admit



- 3. Who We Are
- 4. Why Partner with Clear Admit
- 6. Testimonials
- 8. Advertising Placements & Packages
- 15. Recent Advertisers
- 16. Advertising Rate Card
- 17. Contact Us



Who We Are

**CLEAR ADMIT
IS A LEADING
COMMUNITY
SITE AND
MEDIA OUTLET
FOR SERIOUS
BUSINESS
SCHOOL
APPLICANTS
AS THEY
NAVIGATE
THEIR MBA
JOURNEY.**

THE BRAINS



ELIOT INGRAM

Co-founder & CEO

Eliot is a Wharton MBA with over 18 years in the field of MBA admissions. He has helped grow Clear Admit into a leading platform providing news, advice and resources for MBA applicants seeking the right business school as well as helping business schools find the right candidates.



GRAHAM RICHMOND

Co-founder

Graham is a Wharton MBA with over 20 years of experience in MBA admissions. As Co-founder, Graham has used cutting edge marketing and technology to deliver an unmatched user experience for MBA applicants. He is a frequent presenter at higher education industry conferences.



JEANETTE BROWN

Editor-in-Chief

Jeanette is a seasoned journalist who has worked for multiple U.S. magazines including BusinessWeek, Parents, Saveur and Astronomy. Since 2007, she's covered news and developments at leading global MBA programs for Clear Admit, including conducting exclusive interviews with deans, students and alumni.

WHY PARTNER WITH CLEAR ADMIT



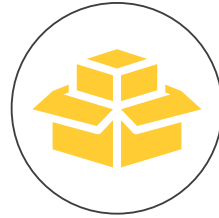
The right message,
to the right audience,
at the right time



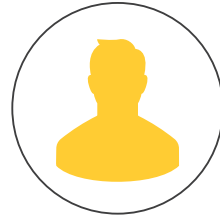
Target
Active
Applicants



Consistent
high-quality
lead generation



Customized
packages to
meet your needs



Dedicated client
services team to
optimize campaigns

2017 Traffic Numbers

600K+
USERS ON OUR WEBSITE

5.9
MIL
PLUS
PAGEVIEWS

219
COUNTRIES REACHED

1.8 **MIL**
SESSIONS


6:15
AVERAGE TIME
ON PAGE

User Traits

90% Seeking
attendance to
business school

75% Who have
taken the GMAT
have scored
690 and above

71% Readers
between 21-29

50% 4-6 years work
experience

37% Gender: Female

63% Gender: Male

**BUSINESS SCHOOL PROSPECTS
USE CLEAR ADMIT'S TOOLS AND
CONTENT AT EVERY PHASE OF
THE ADMISSIONS PROCESS —
FROM EARLY STAGE **RESEARCH
AND PREPARATION** TO INPUT
ON **APPLICATION STRATEGY** AND
BRAINSTORMING, FROM **ADMISSIONS
OUTCOME TRACKING** TO **WEIGHING
OFFERS** FROM MULTIPLE SCHOOLS,
AND FOR **READYING THEMSELVES** FOR
THE RIGORS OF BUSINESS SCHOOL.**

WHAT PEOPLE SAY ABOUT OUR MBA ADMISSIONS COVERAGE

For many years now, Clear Admit has been the place where serious business applicants go to learn about schools, employers, and the MBA admissions process. Clear Admit is one of Veritas Prep's biggest and most reliable sources for high-quality leads for our test prep and admissions consulting services.

—SCOTT SHRUM

*Vice President of
Marketing, Veritas Prep*

The Clear Admit School Guides are a unique learning resource. By bringing together student opinion, official statistics and original research, the London Business School Guide offers an authentic snapshot of life in our programme. The cross-school analysis presented in the guide is invaluable for candidates who are looking to go beyond rankings and understand the nuances of leading programs.

—DAVID SIMPSON

*Admissions Director,
London Business School*

It's important for applicants to learn as much as they can about a program before applying so that they can find the program that is the best fit for them and present themselves in the best possible light. The SOM School Guide does a really nice job of digging beneath the surface and pulling together a lot of useful information about the school in a way that can serve as a helpful resource during the pre-application due diligence process."

—BRUCE DELMONICO

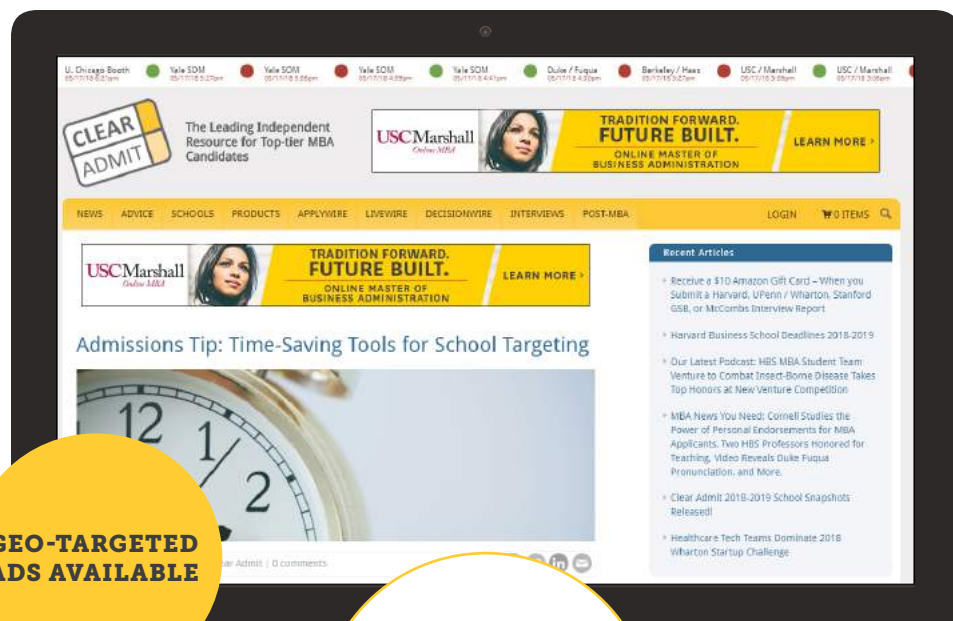
*Assistant Dean of Admissions,
Yale SOM*

As Seen In



**WE HAVE THE TOP-TIER APPLICANTS
YOU ARE SEEKING AND A SET OF
INNOVATIVE, AFFORDABLE, TAILORED
ADVERTISING SOLUTIONS TO MEET
YOUR OBJECTIVES AND BUDGET.
WE ALSO PROVIDE AN UNPARALLELED
LEVEL OF CLIENT SUPPORT AND
REGULAR REPORTING TO ENSURE
COMPLETE TRANSPARENCY OVER
THE COURSE OF A GIVEN CAMPAIGN.**

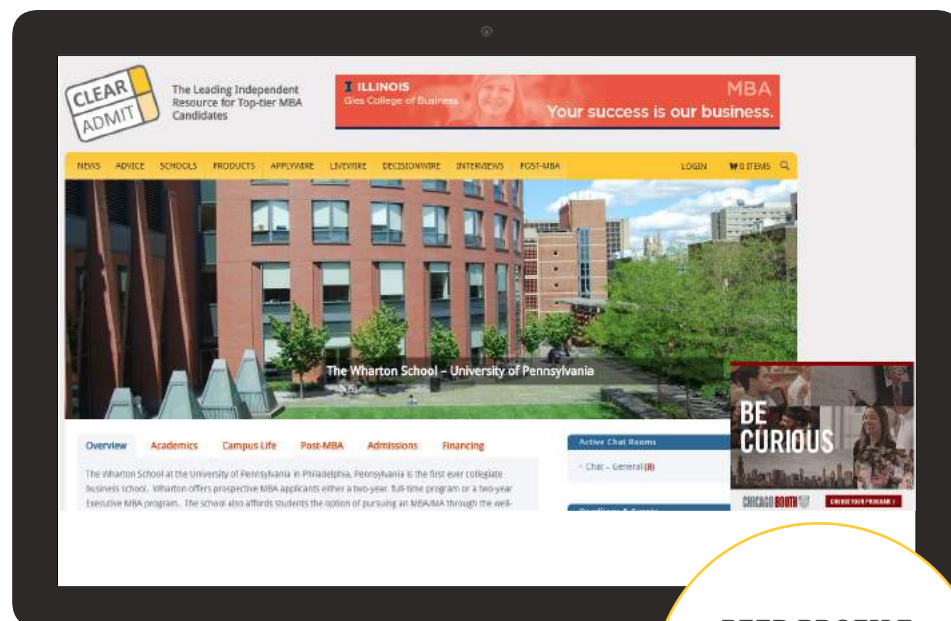
BANNER ADVERTISING



GEO-TARGETED ADS AVAILABLE

RUN OF SITE

Place your message in front of your target audience when you need to the most.

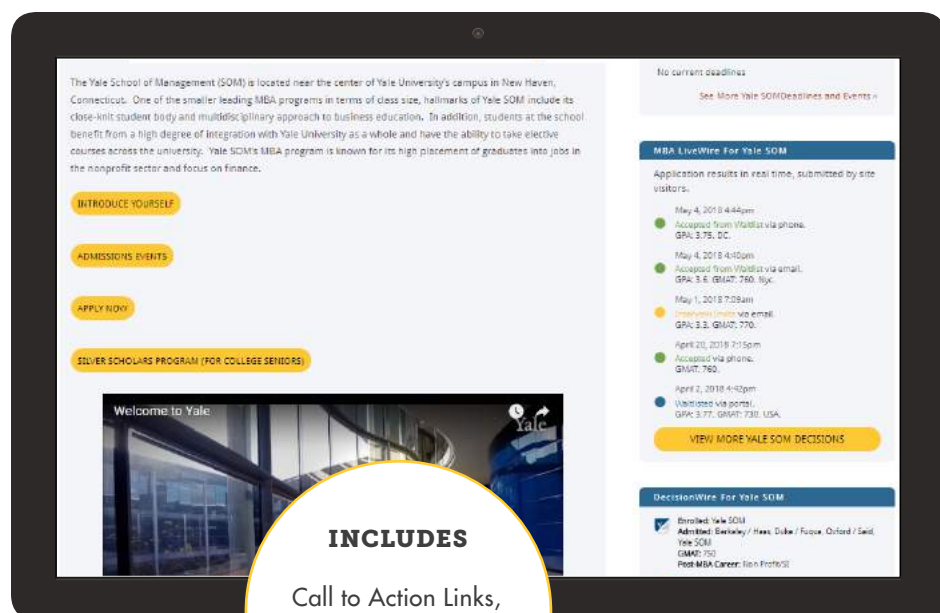


PEER PROFILE

Target applicants considering schools in your competitive set.

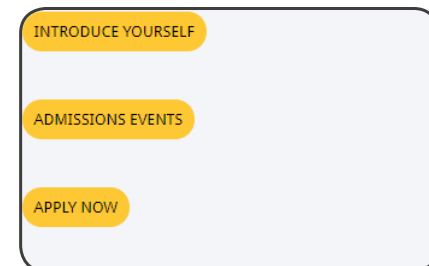
Increase your brand awareness and target our audience of active MBA applicants with a custom campaign across key elements of our platform - content, social tools and school profiles in your competitive set.

PROFILE ENHANCEMENT PACKAGE



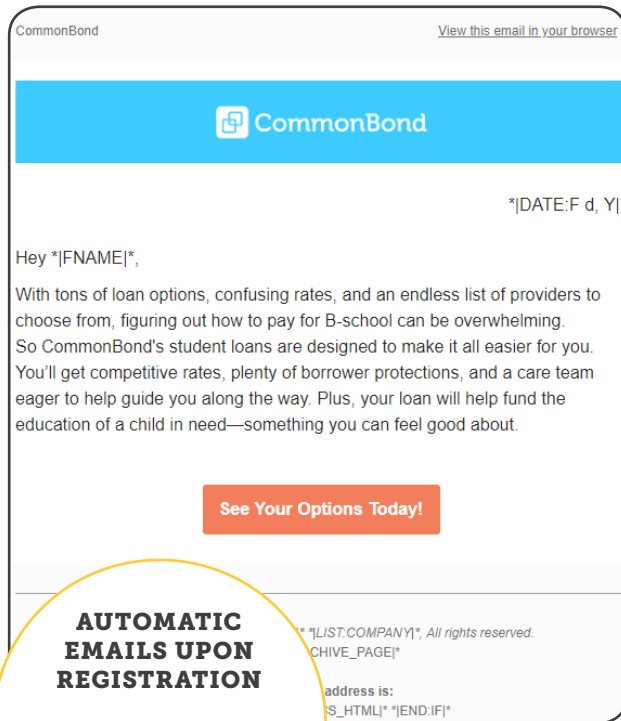
INCLUDES

Call to Action Links,
Featured Placements,
Video on Profile,
Events on Calendar



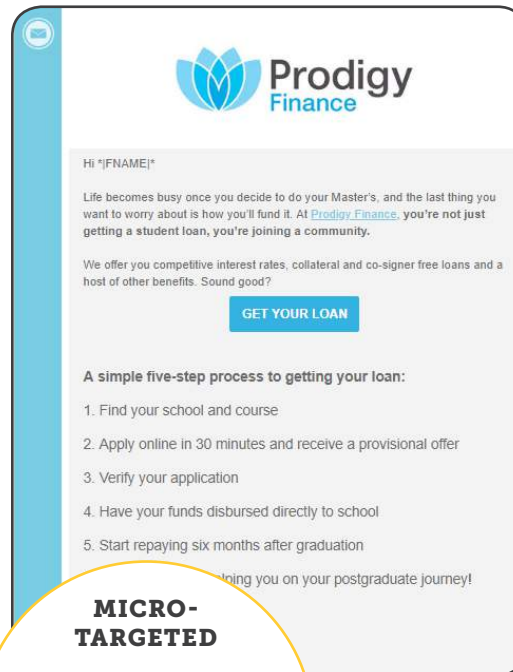
Increase conversions by gaining direct access to applicants researching your school. Combine lead generation, event promotion and branding placements to target applicants throughout the admissions process.

DATABASE E-MAIL MARKETING



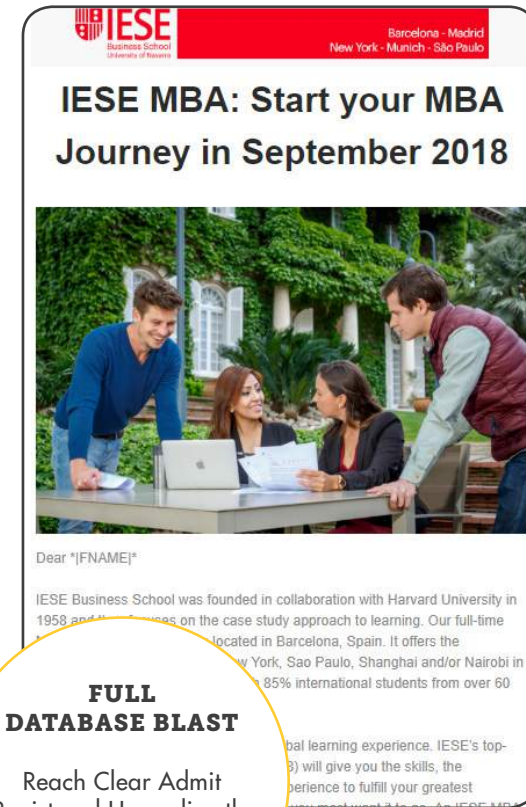
AUTOMATIC EMAILS UPON REGISTRATION

Reach candidates immediately when they register at Clear Admit



MICRO-TARGETED

Segment the database to target your message even further (i.e. international candidates, schools of interest, industry of interest)



FULL DATABASE BLAST

Reach Clear Admit Registered Users directly with a well-crafted email to their inbox

Dedicated emails with clear calls to action can drive leads back to your website or database. Our ability to segment our users result in strong open rates and interaction with the content you provide.

SPONSORED CONTENT PACKAGE

ILLINOIS
Gies College of Business

MBA
Your success is our business.

Action Learning: Setting the University of Illinois Gies College of Business MBA Apart

Recent Articles

- Receive a \$10 Amazon Gift Card - When you Submit a Harvard, UPenn / Wharton, Stanford GSB, or McCombs Interview Report
- Harvard Business School Deadlines 2018-2019
- Our Latest Podcast: HBS MBA Student Team Venture to Combat Insect-Borne Disease Takes Top Honors at New Venture Competition
- MBA News You Need: Cornell Studies the Power of Personal Endorsements for MBA Applicants, Two HBS Professors Honored for Teaching, Video Reveals Duke Fuqua Pronunciation, and More.
- Clear Admit 2018-2019 School Snapshots Released!
- Healthcare Tech Teams Dominate 2018 Wharton Startup Challenge

MBA LiveWire

Application results in real time, submitted by site visitors:

- Accepted from Waitlist at Dartmouth / Tuck via phone, GPA: 3.4, GMAT: 730, CA
- Rejected from Waitlist at UT Austin / McCombs via email, GMAT: 740, India
- Waitlisted at Yale SOM via portal

CommonBond

Join CommonBond & Clear Admit on this important FREE webinar that will help attendees understand different funding options that will be available to them as they begin the process of joining a B-School.

We've had an overwhelming response to this webinar and only a few spots are remaining! Sign up today for this great opportunity.

REGISTER NOW

Action Learning: Setting the University of Illinois Gies College of Business MBA Apart

Action Learning—it's the difference between being given a textbook on how to ride a bike and being given a bike to practice while learning. Find out why this model is so valuable for MBA students and what it's like at Gies College of Business.

WHAT IS ACTION LEARNING AND WHY IS IT SO VALUABLE?

Meet Leading Admissions Directors
Clear Admit Editor-in-Chief
Upcoming Events in San Francisco

INCLUDES
Shared on Nativio Ad Server, Social Media Promotion, Included in Newsletter

SPONSORED CONTENT

Action Learning: Setting the University of Illinois Gies...

BY ILLINOIS MBA

Sponsored Content puts your most important stories and program updates in front of our users. Clear Admit is a trusted source of MBA news and information, which makes it the perfect place to deliver your branded content.

EXCLUSIVE WIRE SPONSORSHIP PACKAGE

MBA ApplyWire

Welcome to MBA ApplyWire. This tool is designed to help you develop your MBA application strategy. By posting the schools you are considering applying to, along with a little information about your credentials and goals, you can get feedback from a community of top-tier applicants to help inform your final choice of schools. You can also search within ApplyWire to see which schools others are applying to.

Questions about MBA ApplyWire? Email us at aw@clearadmit.com

CHICAGO BOOTH
The University of Chicago Booth School of Business

Clear Admit's MBA ApplyWire is brought to you by Chicago Booth. If you're driven by deep curiosity, rigorous analytical thinking, and a passion for collaboration and boldness in action, Chicago Booth is the school for you. Take the next step and join our global community of impact. [Learn More.](#)

INCLUDES

Static Text/Logo on top of page, Run of Site ads, Ad Included in Newsletter, Exclusive Ad on Entries

CLEAR ADMIT

Clear Admit Newsletter
News, Advice & Special Offers for MBA Applicants

<< Test First Name >>

So, you were accepted to b-school—now what? Sign up for the [New That You're In](#) newsletter designed to help you transition into your new role as an MBA student. If you're having a hard time deciding which b-school offer to choose, especially if there's scholarship money involved, we've got some advice for you along with a [free webinar on funding your MBA](#).

For those applying in the upcoming season, our latest podcast provides a 12-step program to help you get an early start on your MBA applications. Finally, find out what [Startups](#) looks for in MBA recruits and what they have to offer, why [fast-moving consumer healthcare](#) is a great career, and as always, our [weekly business school](#) newscast...

BE BOOTH.

Should Scholarship Money Impact Your Choice of Business School?

CHICAGO BOOTH

[CHOOSE OUR PROGRAM](#)

POST-MBA

LOGIN

New Spotlight: on the Waitlist at

The Week Ahead: MBA Deadlines & Decisions - 5.7.18

Round 3 Results

Our Latest Podcast: Re-Business School

CHICAGO BOOTH
The University of Chicago Booth School of Business

[CHOOSE OUR PROGRAM](#)

Submit Your ApplyWire Entry

Where are you considering to apply?

- ☐ Arizona State / W.P. Carey
- ☐ Babson / Olin
- ☐ Berkeley / Haas
- ☐ Boston College / Carroll
- ☐ Brigham Young
- ☐ Cambridge / Judge
- ☐ CIBC
- ☐ CMU / Tepper
- ☐ Columbia
- ☐ Cornell / Johnson
- ☐ Drexel / Lebow
- ☐ Duke / Fuqua
- ☐ Emory / Goizueta
- ☐ ESAD
- ☐ Georgetown / McDonough
- ☐ Georgia Tech / Scheller
- ☐ Harvard Business School
- ☐ HEC Paris
- ☐ HKUST
- ☐ IE Business School
- ☐ INSEAD
- ☐ MIT

BE BOOTH.

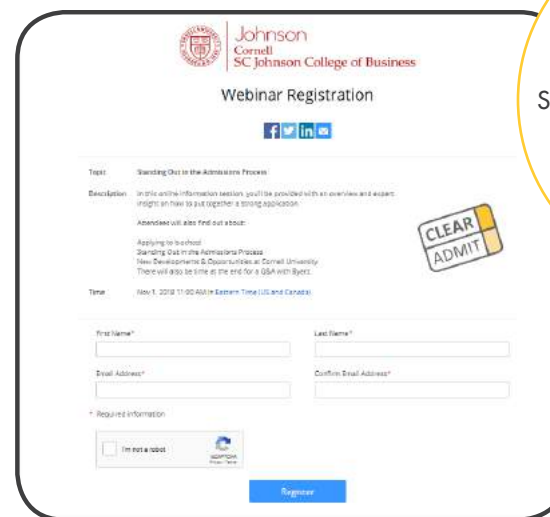
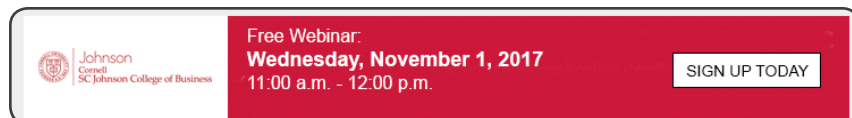
[CHOOSE YOUR PROGRAM](#)

CHICAGO BOOTH
The University of Chicago Booth School of Business

[CHOOSE OUR PROGRAM](#)

Target applicants at strategic points within the admissions process. This exclusive package can maximize your brand's visibility at key times of the year based on your needs.

WEBINAR PACKAGE



INCLUDES

- Run of Site Ads, Email Blast to Promote Event, Native Ad Server Promotion, Social Media Promotion, Delivery of leads generated, Hosted on Zoom Platform (or ability to host on your own platform)



This interactive event promotion package includes a combination of run of site advertising, email campaigns & lead generation tactics to raise awareness for your program and deliver highly interested active applicants to your lead stream.

SPONSORSHIP OPPORTUNITIES

DECISION
WEEK

CHAT

Take advantage
of these exclusive
sponsorships to deliver
your targeted message
to the right audience
at the right time.

NEWSLETTER

PODCAST



CLEAR ADMIT

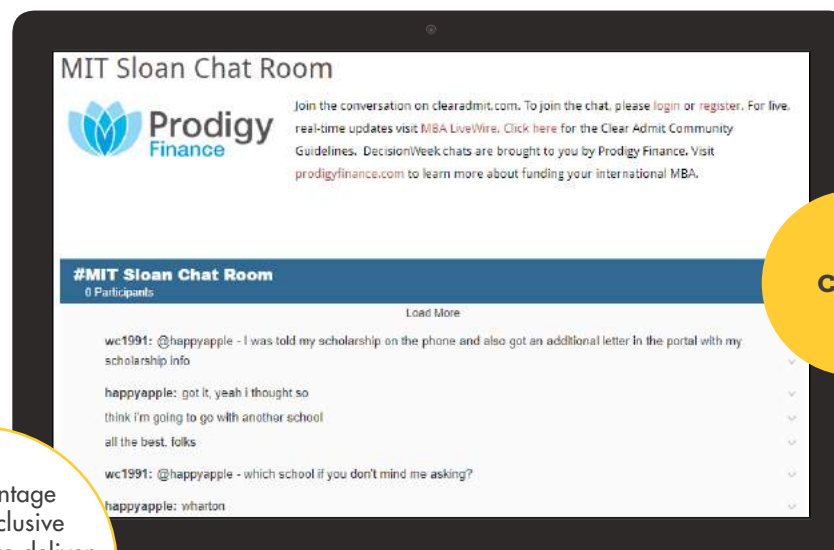
Clear Admit MBA DecisionWeek March 2018

This March, exclusively brand your company on Clear Admit for thousands of students who have been accepted and plan to pursue their MBA in the fall of 2018!

MIT Sloan
January 19, 2017 12:00pm
Broadcast: MIT Sloan
Admitted: MIT Sloan
Applicant: [Name] / [School]
Application Year: 2017
Comments (2) | LEAVE A COMMENT

HBS
January 19, 2017 9:45am
Broadcast: Harvard Business School
Admitted: Darden / Tuck, Harvard Business School
Applicant: [Name] / [School]
Application Year: 2017
Comments (1) | LEAVE A COMMENT

UPenn
January 19, 2017 10:00am
Broadcast: UPenn / McCombs, UPenn / Darden
Admitted: Darden / Tuck, UPenn / McCombs, UPenn / Darden
Applicant: [Name] / [School]
Application Year: 2017
Comments (1) | LEAVE A COMMENT



MIT Sloan Chat Room

Join the conversation on clearadmit.com. To join the chat, please login or register. For live, real-time updates visit [MBA LiveWire](#). Click here for the Clear Admit Community Guidelines. DecisionWeek chats are brought to you by Prodigy Finance. Visit [prodigyfinance.com](#) to learn more about funding your international MBA.

#MIT Sloan Chat Room
0 Participants

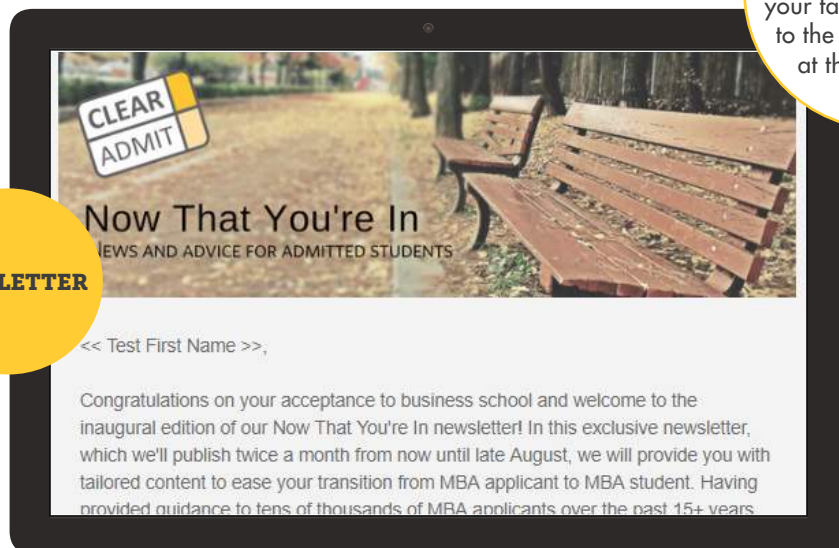
Load More

wc1991: @happyapple - I was told my scholarship on the phone and also got an additional letter in the portal with my scholarship info

happyapple: got it, yeah I thought so think I'm going to go with another school all the best, folks

wc1991: @happyapple - which school if you don't mind me asking?

happyapple: wharton



CLEAR ADMIT

Now That You're In

NEWS AND ADVICE FOR ADMITTED STUDENTS

<< Test First Name >>

Congratulations on your acceptance to business school and welcome to the inaugural edition of our Now That You're In newsletter! In this exclusive newsletter, which we'll publish twice a month from now until late August, we will provide you with tailored content to ease your transition from MBA applicant to MBA student. Having provided guidance to tens of thousands of MBA applicants over the past 15+ years



Latest Podcast: Reapplying to Business School

Last Episode: May 4, 2018 by Joannea Brown | 0 comments

If your dream of attending a top-tier business school was dashed by a rejection this year, you know how hard that can be. To work so tirelessly toward a goal that you don't achieve can be spirit-crushing. And yet, we're here to tell you that it does happen. You are not alone.

There's also here to tell you that you might want to think about reapplying. Did you know—one out of every 10 students in most Harvard Business School MBA classes applied more than once and was rejected the first time. That's right. On average, a tenth of the HBS class is made up of reapplicants.

There's even more good news. Having gone through the application process once can give you a real leg up the second time. You probably already have a good sense of how you can strengthen your candidacy. Some schools will even offer feedback to rejected applicants intended specifically to help them apply again.

So finish licking your wounds already, and listen to the latest episode of the Clear Admit MBA Admissions Podcast, available here and on iTunes. In it, Clear Admit Co-Founder Graham Richmond confirms an intimate knowledge of what it's like to be a reapplicant. And then he breaks down all the most important steps to follow to ensure the outcome you want this time.

Episode 12: Reapplying to Business School

MBA LiveWire
Application results in real time, submitted by a user.

- Accepted from Waitlist at Yale SOM via phone. GPA: 3.57, GMAT: 730, Interview: DC.
- Interviewed at UPenn / McCombs via email. GPA: 3.5, GMAT: 710.
- Rejected at UPenn / McCombs via portal. GPA: 3.55, GMAT: 710, Los Angeles.
- Accepted at Yale SOM via portal. GPA: 3.4, GMAT: 730, CA.

[VIEW OR SUBMIT RESULTS](#)

RECENT ADVERTISERS



ADVERTISING RATE CARD

Package	Placement	Rate
BANNER ADVERTISING	DIGITAL ADVERTISING OPTIONS Run of Site - ads rotate throughout the Clear Admit site - ads can be geo-targeted Peer School - targeted ad placement on specific peer profile schools & coinciding Wire pages	Run of Site \$4,000/MONTH Peer Profile \$1,000/MONTH/SCHOOL
PROFILE ENHANCEMENT PACKAGE	PACKAGE INCLUDES Call-to-Action Links, Featured Placements, Video on Profile, Events on Calendar	\$3,000/MONTH
DATABASE EMAIL MARKETING	EMAIL BLAST OPTIONS Full Database Direct Email Micro-targeted - segmented email according to your specified targets Auto-generated Email Upon Registration: Segmented auto email when users register with Clear Admit	Contact us for pricing
SPONSORED CONTENT PACKAGE	PACKAGE INCLUDES Article published on Clear Admit, Nativio Ad Server Share, Social Media Promotion & inclusion in Newsletter	Custom Article \$3,000 Re-published Article \$2,500
EXCLUSIVE WIRE SPONSORSHIP PACKAGE	<i>Choice of ApplyWire, LiveWire and/or DecisionWire</i> PACKAGE INCLUDES Text/logo fixed on top of feed, Run of Site Banner Advertising, inclusion in Newsletter & Fixed ad on new entries to feed	Contact us for monthly pricing
WEBINAR PACKAGE	PACKAGE INCLUDES Event Promotion: Run of Site Banner Advertising, Database Direct Email, Nativio Ad Server Share, Social Media Promotion Event hosted on our platform (Zoom) or yours and leads will be delivered to you.	\$5,000/WEBINAR
ADDITIONAL OPPORTUNITIES	DecisionWeek Chat Sponsorship Newsletter Exclusive Sponsor Podcast Exclusive Sponsor	Contact us for pricing

Contact Mike/Ryan to discuss creating a customized campaign that fits your recruiting goals.
Volume Discounts and Special Pricing may be available.

**WE HAVE THE
TOP-TIER APPLICANTS
YOU ARE SEEKING AND
A SET OF INNOVATIVE,
AFFORDABLE, TAILORED
ADVERTISING SOLUTIONS
TO MEET YOUR OBJECTIVES
AND BUDGET.**

**CONTACT US TODAY
TO CONTINUE THE
CONVERSATION.**

Contact Us



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RYAN NEMETZ

Director of Client Services

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