



### Clear Admit Advertising Guidelines

Please send all advertising content to [ryan@clearadmit.com](mailto:ryan@clearadmit.com)

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<b>Advertising Display Package AND Advertising Display Package with Geotargeting</b>	
Description	Package includes Digital Ads to be rotated throughout the Clear Admit site and ads in the Clear Admit newsletter
Accepted formats	<p><b>Digital Ads:</b> 3<sup>rd</sup> Party, Image, Flash, DoubleClick, HTML5, Sizmek DCO.</p> <p><b>Newsletter Ads:</b> GIF, PNG, JPEG</p>
Dimensions	<p><b>Digital Ads</b> 728x90 pixels (desktop), 468x60 pixels (tablet) 320x50 pixels (mobile) 300x250 pixels (desktop, tablet, mobile) 300x600 pixels (desktop). Max File Size per creative 1MB</p> <p><b>Newsletter Ads</b> Banner Ad - 728x90 pixels (newsletter banner images will be scaled down for mobile making text-heavy ads potentially unreadable).</p>
Ad Delivery	<p><b>Digital Ads ROS on Clear Admit:</b> Unless otherwise noted, the ads submitted at the time of the advertiser signing the contract will be used for the duration of the contract. Please allow for a three business day turnaround once ads have been submitted. Limit 2 pieces creative per ad size.</p> <p><b>Ad in Clear Admit Newsletter:</b> Banner ads will appear monthly in our weekly newsletter.</p>

<b>Exclusive Peer Profile Advertising</b>	
Description	Your school's interstitial ad will appear when readers visit the profile page, LiveWire and DecisionWire pages for schools in your peer set.
Accepted formats	3 <sup>rd</sup> Party, Image, Flash, DoubleClick, HTML5, Sizmek DCO.
Dimensions	320x50 pixels (mobile) 300x250 pixels (desktop, tablet, mobile) Max file size for creative 1MB
Ad Delivery	Unless otherwise noted, the ads submitted at the time of the advertiser signing the contract will be used for the duration of the contract. Please allow for a three business day turnaround once ads have been submitted. Limit 2 pieces creative per ad size.

<b>Exclusive MBA LiveWire, MBA DecisionWire, and/or MBA ApplyWire Sponsorship</b>	
Description	Package includes your logo and description at the top of the MBA LiveWire, MBA DecisionWire, and/or MBA ApplyWire channels, your fixed position 300 x 600 ad next to the MBA LiveWire, MBA DecisionWire, and/or MBA ApplyWire entry forms, and your pop-up ad (300x250) served on campaign completion.
Accepted formats	<p><b>Logo:</b> GIF, PNG, Vector</p> <p><b>Fixed and Pop-up Ad Placements:</b> 3<sup>rd</sup> Party, Image, Flash, DoubleClick, HTML5, Sizmek DCO.</p>
Dimensions	<p><b>Logo:</b> Dimensions are 300px x 300px minimum, no more than 100KB. Larger images can be downsized. Grey scale, white, AND color versions of logo in “vector” format, that’d be best. But, we can handle other format (jpeg, png) types</p> <p><b>Fixed and Pop-Up Ad Placements:</b>  320x50 pixels (mobile)  300x250 pixels (desktop, tablet, mobile)  300x600 pixels (desktop)  Max File Size per creative 1MB</p>
Ad Delivery	<p>Unless otherwise noted, the ads submitted at the time of the advertiser signing the contract will be used for the duration of the contract. Please allow for a three business day turnaround once ads have been submitted. Limit 2 pieces creative per ad size.</p> <p>Logo and text will remain at top of channel for the duration of campaign.</p>

<b>Native Content</b>	
Description	<p>The Clear Admit editorial staff will collaborate with the client's team to write a news article that will appear on Clear Admit as Sponsored (Native) Content. This article can include client's contact information and/or links to client's program.</p> <p>Clear Admit and client can coordinate on topic of piece, client will provide contacts and resources with which editorial team can consult when writing piece.</p> <p>Client may also choose to submit their own, pre-written piece.</p>
Creative Requirements	<p><b>Article Title</b> 75 characters max (with spaces). Send 1- 4 article title options for optimization in Nativo.</p> <p><b>Slider Image</b> 1200x390 pixels, NO text as image will be presented with a title in the slider.</p> <p><b>In-text images</b> 300x300 and/or 400x600 maximum size. Clients many include up to 2 images and 1 logo per article.</p> <p><b>External links for preferred landing pages</b></p> <p><b>Minimum 300 word article</b></p> <p><b>Article description text for Nativo</b> if desired (up to 140 characters). This is not required as Nativo will pull a description from the article if one is not submitted.</p>
Ad delivery	<p>The Native Content piece will run as a featured story in the news section and will then file into the Clear Admit site news archive. The article will also be shared on Clear Admit's social media channels the week of publication, and through our native content platform Nativo for one month after publication. Allow 3 business days after submission for publication.</p>

<b>Profile Enhancement Package</b>	
Description	Select three of the following: Call to Action Links, your video placed on Clear Admit's profile for your school, one school sponsored event/month added to the Clear Admit calendar and/or Featured School placement.
Creative Requirements	<p><b>Call to Action Links:</b> URL to the landing page you'd like button to link to. Buttons are pre-made and you can select one of our four CTA's: Learn More, Request More Info, Introduce Yourself, Attend an Info Session, Apply Now</p> <p><b>Video:</b> Send the YouTube or Vimeo URL and we will embed the video on the Clear Admit profile for your school</p> <p><b>School Sponsored Event:</b> We will need:</p> <ul style="list-style-type: none"> <li>- 250 word description of event</li> <li>- Contact information (name, e-mail, title phone)</li> <li>- URL linking to landing page of your choosing</li> <li>- Image you would like to post with the event - 300x300 and/or 400x600 maximum size.</li> </ul> <p><b>Featured School Placement:</b> No creative needed from client for this placement. Image used will be a snapshot of Clear Admit's profile for your school, placement will link to Clear Admit's profile for your school</p>
Ad delivery	<p><b>Call to Action Links:</b> Will remain as a static link on Clear Admit's profile for your school for duration of campaign.</p> <p><b>Video:</b> Will remain as static placement on Clear Admit's profile for your school for duration of campaign.</p> <p><b>School Sponsored Event:</b> Events will appear in the central Event Calendar and will also be featured on the sidebar of your school's Clear Admit profile page.</p> <p><b>Featured School:</b> Image Will rotate on the most visited pages of Clearadmit.com for campaign duration.</p>

<b>Database Marketing</b>	
Description	An email dedicated to your message sent directly to our database of subscribers. Reach prospective MBA applicants directly in their inbox.
Creative Requirements	<p><b>Preferred send date</b> (Note: Tuesdays are not available as this is reserved for our weekly Clear Admit newsletter send-out).</p> <p><b>HTML doc:</b> no wider than 600-650px and no larger than 75KB</p> <p><b>Subject Line for email</b></p>
Ad Delivery	Please send email files at least 3 days before preferred send-out date for template testing.

<b>Webinar Events</b>	
Description	<p>Package includes a blog post, landing page with RSVP call-to-action linking to client’s webinar registration page, event listing on Clear Admit calendar, two email blasts, ROS house banner advertisements promoting the webinar, weekly mention in clear admit newsletter, weekly social media mentions on Twitter, Facebook and LinkedIn.</p>
Creative Requirements	<p><b>Blog Post:</b> Copy (approximately 300 words) from client Photo without text (as text will interfere with title in news slider) 1200px wide by 390px high.</p> <p><b>Landing Page:</b> A brief description of what will be covered in the webinar, preferably a few bullet-points of content. A company bio and speaker bio. Please send your logo: dimensions are 300px x 300px minimum, no more than 100KB. Larger images can be downsized. Grey scale, white, AND color versions of logo in “vector” format. But, we can handle other format (jpeg, png) types. Please also include landing page URL for webinar registration.</p> <p><b>Event Listing:</b> Event listing for calendar will be created using the info provided for blog post and landing page above. If you have an image or copy you would prefer we use for the calendar, please send the following with all other promotional materials:</p> <ul style="list-style-type: none"> <li>- 250 word description of event</li> <li>- Contact information (name, e-mail, title phone)</li> <li>- URL linking to landing page of your choosing</li> <li>- Image you would like to post with the event – 300px by 300px and/or 400px by 600px maximum size.</li> </ul> <p><b>Email Blasts:</b> Will be created using the info provided for blog post and landing page above. If you have an email template you would prefer we use, please send HTML file o wider than 650px and no larger than 75KB along with all other promotional materials. Otherwise, we will use our own in-house template.</p> <p><b>ROS Banner Advertisements (if client is providing):</b> 3<sup>rd</sup> Party, Image, Flash, DoubleClick, HTML5, Sizmek DCO: 728x90 pixels (desktop) 468x60 pixels (tablet) 320x50 pixels (mobile) 300x250 pixels (desktop, tablet, mobile) 300x600 pixels (desktop)</p>

	<p>Max File Size per creative 1MB</p> <p><b>Social Media or Twitter/Facebook/LinkedIn Posts:</b> Created using the info provided for blog post and landing page above. If you have an image or copy you would prefer we use for updates, please send along with all other promotional materials. Please keep in mind that the different social media platforms optimize images in news feeds differently. (<a href="#">source</a>)</p>
Webinar Promotion	<p>We commence promotion of webinar one month before the scheduled webinar date. Please submit all above promotional materials five days prior to one month before Webinar date so that we can implement and test all placements.</p>