



Reaching Prospective MBA Applicants

DIGITAL ADVERTISING WITH METROMBA



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About MetroMBA

MetroMBA is a media platform and community providing graduate management education (GME) content and admissions resources to young professionals. The site enables users to research and identify the graduate business programs best suited for them, providing helpful admissions tips, career advice, and the ability to focus on specific GME program offerings by geographic region.



ELIOT INGRAM
Co-founder & CEO

Eliot is a Wharton MBA with over 18 years in the field of MBA admissions. He has helped grow MetroMBA 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.



MATT KORMAN
Managing Editor

Matthew Korman joined the Metro MBA team after several years working as a writer, editor, and public relations specialist in the music, sports, politics, and tech industries. He manages the content and editorial direction of the site, as well as the social media strategy.

Mission

Believing in the intrinsic value of Graduate Management Education, we produce thoughtful content about the issues facing business school applicants and help equip them with the information they need to gain admission to the school best suited for them within their target metro.

Why Partner With MetroMBA

77%

WANT TO BE CONTACTED
BY ADMISSIONS RECRUITERS

72%

WILLING TO RELOCATE

AGE
8

37%

USERS 18-24

40%

USERS 25-34

20%

USERS 35-54

320K

ANNUAL USERS

60%

MALE

40%

FEMALE

87%

COLLEGE GRADUATES

55%

BASED IN THE U.S.

ARE LOOKING TO BEGIN A PROGRAM
WITHIN THE NEXT 6-9 MONTHS

71%



Resources



MetroMBA provides young professionals across the globe with easy access to information about graduate management education, extensive school profiles, admissions tips & tools, and a community of fellow applicants to business school.

Advertising Packages



Since working with MetroMBA, our MBA program at Mount Saint Mary's University has seen a 15% increase in the number of qualified inquiries for any particular term. This, in turn, has led to an increase of applicants and enrolled students.

— ALBERT RAMOS

Director of Graduate Admissions, Mount Saint Mary's

METROMBA
Your Metro. Your MBA.

Create a Killer Resume. SMU COX

Learn More

First Name*

Last Name*

Email Address*

Primary Program of Interest*

Birthdate*

Mailing Address:

Country

City

Region

Phone

History

The Cox Department

The School Administration

In 1978, EDWIN L.

The school

Location

The Cox

Custom lead forms give you the information you request from candidates interested in your program

Register with MetroMBA to receive resources, advice and exclusive offers as you research and pursue your graduate business school options. Get a free resume guide when you register.

Name *

First Last

Email *

Select Regions of Interest: *

Select Here

Degree Programs of Interest: *

Select Here

☐ Please send me the MetroMBA newsletter as well as information from MetroMBA on schools, employers, and partners that may be of interest to me.

☐ I've read and accept the MetroMBA Terms of Use Agreement and Privacy Policy.

SUBMIT & JOIN METROMBA

METROMBA
Your Metro. Your MBA.

This candidate has expressed interest in your program.

Date
2018-08-08 18:14:14

Name
Priority Lead

Regions
new-york

Programs
Full-time MBA, Part-time MBA

Email
recruiting@gmail.com

You are receiving this e-mail because you have opted-in to the MetroMBA Applicant Prospector Service.

— The MetroMBA Team

© METROMBA

Applicant Prospector Service captures MetroMBA site user information across the platform and delivers them to you based on matching program or region of interest

Lead Generation Package

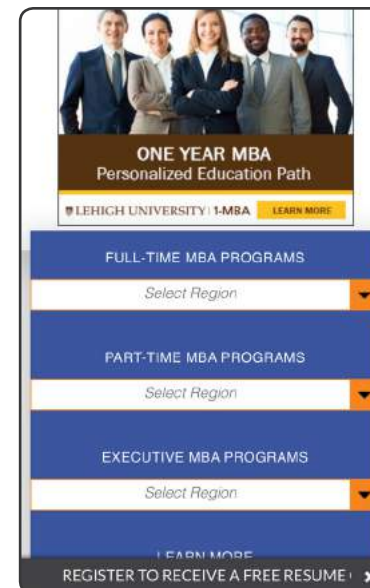
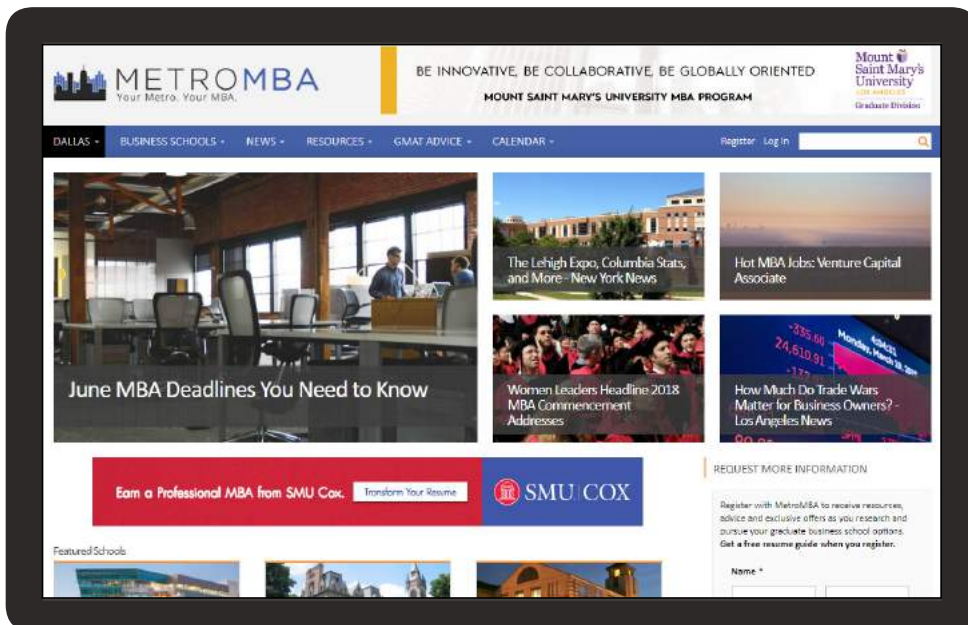
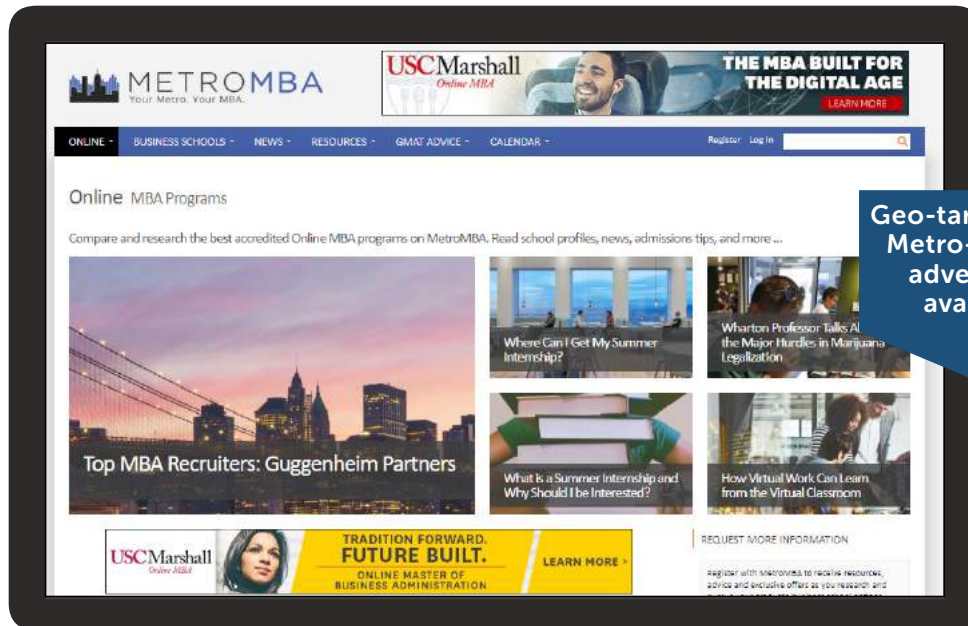
The Applicant Prospector Service and Customized Lead Generation Forms combine to deliver you high quality leads who self-identify as being interested in your specific program or in programs that are similar to yours. This gives you the opportunity to add these potential candidates to your communication flow and recruit them.

Includes

Applicant Prospector Service Subscription & Customized Lead Generation Form on School Profile

Banner Advertising

Increase your brand awareness and target our audience of active business school applicants with a custom campaign across key elements of our platform. You can choose to run ads based on a geo-targeted area, based on your metro region or across the entire platform.



Search Programs


Zicklin School of Business – Baruch College

School Overview Executive MBA Full-Time MBA One-Year MBA Evening MBA Register with Baruch Register Now With MetroMBA

History

Baruch College was established in 1939 as the City College School of Business and Civic Administration, which offered its first MBA program in 1920. In 1953, the school was renamed in recognition of Bernard M. Baruch, who helped found the college. Baruch College is one of the 24 institutions that comprise The City University of New York, the largest urban public university in the United States.

The Zicklin School of Business, Baruch's business school, was named in appreciation for an endowment from alumnus Lawrence Zicklin and his wife, Carol, in 1998. The school is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

 **LEARN MORE**

Location(s)

The Zicklin School of Business is located at One Bernard Baruch Way in New York City by the intersection of Lexington Avenue and East 24th Street. The school's location near Manhattan's Flatiron district gives students easy access to well-known commercial and cultural resources such as Wall Street, the United Nations, the Broadway theater district, and Lincoln Center.


The campus is located less than 10 miles away from LaGuardia Airport in Queens.

Facilities


Zicklin's facilities can be found across several buildings at Baruch College, most notably the Information and Technology Building and the Academic Complex, also referred to as the Newman Vertical campus.

The Information and Technology Building features the four-floor Newman Library, a popular study location with nearly 1,800 seats. Also in the building are the Baruch Computing and Technology Center, which holds more than 500 computer workstations, and the Subotnick Financial Services Center. Opened in the spring of 2000, the Subotnick Center houses a simulated trading environment called the Wasserstein Trading Floor, as well as a seminar room and a development lab.

The 17-floor Academic Complex is located directly across from the Information and Technology Building and is home to Zicklin's academic programs, including the Executive MBA program. Located in the heart of Manhattan, the Academic Complex is a modern, state-of-the-art building with a variety of facilities.



DEADLINES AND EVENTS

 **20** deadline
Zicklin School of Business
Executive MBA – Fall 2018





FEATURED

Zicklin School of Business – Baruch College

Flatiron District, Manhattan

Programs

- Executive MBA
- Full-Time MBA
- One-Year MBA
- Evening MBA (No GMAT)
- Register with Baruch

VIEW PROFILE

DEADLINES AND EVENTS

JUN
20
2018

Deadline

**Zicklin School of Business
Executive MBA – Fall 2018
Final Deadline**

All Day

[View All Events](#)

Profile Enhancement Package

Increase conversions by gaining direct access to candidates interested in your school. Combine event promotion, premium listings, and branding placements to target applicants throughout the admissions process.

Includes

Featured School Highlight, Premium Page Listing, Call to Action Links, Sponsored Event Listings

ONLINE

BUSINESS SCHOOLS

NEWS

RESOURCES

GMAT ADVICE

CALENDAR

Register

Log In

How Virtual Work Can Learn from the Virtual Classroom

Last Updated Apr 26, 2018 by Metro MBA

0 comments

Sponsored Content

How do you connect a workforce spread across different cities, countries and continents?

Finding the answer to that question is among the biggest challenges and opportunities for modern organizations—businesses, non-profits and academic institutions alike. Virtual collaboration and telecommuting are nothing new, but the technology that supports these practices is evolving faster than it ever has before. In fact, the first trend in **Deloitte's 2017 Global Human Capital Trends** report indicates that the constant pressure to adapt to digital transformation and create “the organization of the future” is the most important challenge facing executives around the world.

Virtual collaboration is rapidly becoming important in the academic world as well, with leading schools like **USC Marshall** offering mostly online education programs, including its **top 10 online MBA program**. These programs challenge and teach students to learn, collaborate and communicate more effectively in virtual classrooms as well as in business settings.

Return to Online region »

Want to stay up-to-date on all things MBA & Young Professional?

Sign up for the MetroMBA Newsletter!

First Name (optional)

Email

Subscribe

MARSHALL SCHOOL OF BUSINESS – USC Downtown

Programs

Full-Time MBA

Part-Time MBA

Executive MBA

ISEAR MBA

Online MBA

Sponsored Content

Sponsored Content puts your most important stories and program updates in front of our users. MetroMBA is a trusted source of MBA news and information — a perfect place to deliver your branded content.

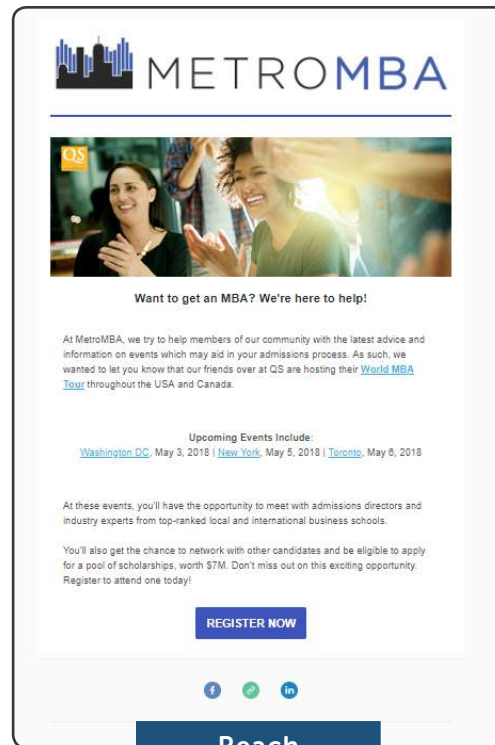
How Virtual Work Can Learn from the Virtual Classroom

Apr 26, 2018 by Metro MBA

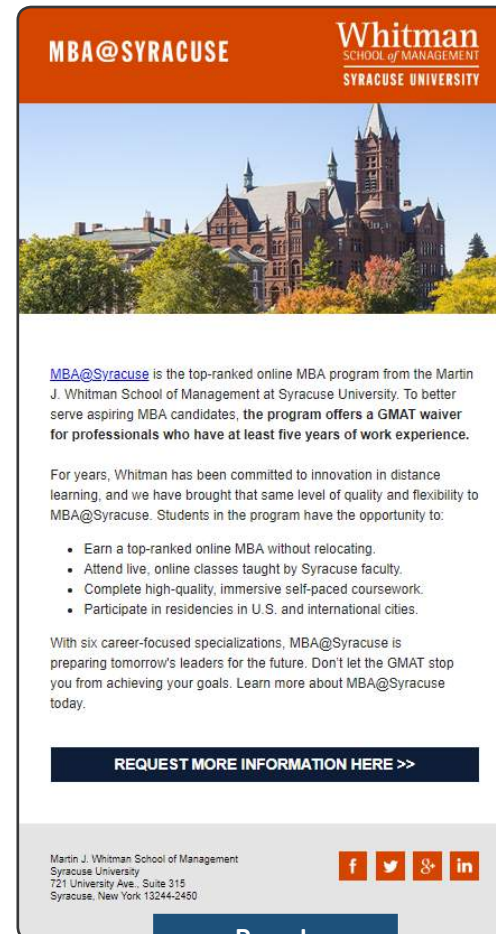
11/ REACHING PROSPECTIVE MBA APPLICANTS DIGITAL ADVERTISING WITH METROMBA



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



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



Reach candidates immediately when they register at MetroMBA

Database Email Marketing

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 user interaction with the content you provide.

Choice Of

Full Database Blast, Micro-targeted, Automatic Emails upon Registration



Graduate
Management
Admission
Council®

BaruchCOLLEGE
ZICKLIN SCHOOL OF BUSINESS

Advertisers

Northwestern | Kellogg



USC Marshall
School of Business
Online MBA



Whitman
SCHOOL of MANAGEMENT
SYRACUSE UNIVERSITY®

UNIVERSITY of
DAYTON
MBA@DAYTON



Mount
Saint Mary's
University
LOS ANGELES

MBA@UNC

Rate Card

LEAD GENERATION PACKAGE

INCLUDES

Applicant Prospector
Service Subscription
Customized Lead Generation
Form on School Profile

BANNER ADVERTISING

INCLUDES

Run of Site: Ads rotate
throughout the MetroMBA site
— ads can also be geo-targeted
or metro-specific

PROFILE ENHANCEMENT PACKAGE

INCLUDES

Featured School Highlight,
Premium Page Listing (no
GMAT, no work exp., etc), Call
to Action Links, Sponsored
Event Listings

METROMBA PREMIUM BUNDLE

Includes the Lead Generation Package,
Banner Advertising & Profile Enhancement
Package at a special discounted rate.

\$12,000 / ANNUALLY
50% SAVINGS
\$2,000 / MONTHLY

SPONSORED CONTENT ARTICLES

Articles can be created with
MetroMBA Editorial Staff or
republished from your source

DATABASE EMAIL MARKETING

EMAIL BLAST OPTIONS

Full Database Direct Email
Micro-targeted Email
Auto-Generated Email Upon
Registration

METROMBA LISTING

Do you just want a basic profile
and a listing on MetroMBA
without a marketing campaign?
Contact us for rates based
on location

INTERESTED IN LEARNING MORE?

Contact our team to discuss customized packages to fit your budget and recruiting goals.
Volume discounts and special pricing may be available.



Contact Us



MICHAEL TARANTINO

Director of Sales

mike@clearadmit.com

516-655-5091



RYAN NEMETZ

Director of Client Services

ryan@clearadmit.com

570-881-8644

METROMBA

2101 Brandywine St. Ste 202

Philadelphia, PA 19130

www.metromba.com



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