





Digital Ads	
Description	Digital ads rotated throughout the metro(s) of client's choice or ROS.
Accepted formats	JPG, GIF, PNG, BMP, HTML, iFrame
Dimensions	728x90 px 468x60 px 320x50 px 300x600 px 300x250 px
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.

'Call to Action' Links	
Description	<p>Call to Action Links (below) are placed on MetroMBA's profile pages to drive interested prospective applicants to client's program. Select the preferred Call to Action Link(s) and provide MetroMBA with the URL to which each Link should direct.</p>    
Accepted formats	URL Links
Ad delivery	Button is a fixed placement which will remain on client's profile for the duration of advertising campaign.

Sponsor Content Tab	
Description	The Sponsor Content Tab appears as a tab on the MetroMBA school profile. Send the content, images, links and/ or videos to populate page. MetroMBA will use content to develop a unique page.
Ad delivery	The Sponsor Content Tab is a fixed placement which will remain on the MetroMBA school profile for the duration of advertising campaign. Monthly edits can be made to profile content.

Featured School	
Description	Prominently feature your MBA program on the MetroMBA pages most visited by prospective applicants
Required Information	None

Applicant Prospector Service / Lead Generation Form	
Description	MetroMBA will capture the information of prospective applicants interested in learning more about client’s MBA programs as well as prospective applicants in the metro(s) of interest
Required Information	Client will provide: Contact Information for admissions/ marketing staff to which the Lead Generation form should link.
Ad delivery	The Lead Generation form is a fixed placement throughout MetroMBA.com

School Sponsored Event	
Description	Invite prospective students to your MBA program’s open houses, virtual information sessions, tour dates and other upcoming events through MetroMBA’s Event Calendar.
Required Information	<ol style="list-style-type: none"> 1. 250 word description of event 2. Contact information (name, e-mail, title phone) 3. URL linking to landing page of your choosing 4. Image you would like to post with the event
Ad delivery	Events will appear in the central Event Calendar in the metro region of your choice and will also be featured on the sidebar of your school’s MetroMBA profile page.

Sponsored News Content	
Description	<p>The MetroMBA editorial staff will work with the client’s admissions and/ or marketing team to write a news article that will appear in the MetroMBA news feed in the Metro of client’s choice as Sponsored (Native) Content. This article can include client’s contact information and/ or links to client’s program.</p> <p>MetroMBA and client can coordinate on topic of Sponsored Content piece, client will provide contacts and resources with which editorial team can consult when writing Sponsored Content piece.</p>

Advertising Guidelines & Creative Specifications

Please send all advertising content to mike@clearadmit.com or ryan@metromba.com

Ad delivery	The Sponsored Content Article will run as a featured story in the Metro section of client's choice and will then file to the MetroMBA.com site news archive.
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