FORTÉ
MORE WOMEN LEADING

100k members strong and growing!

42% early career women, under age 30

2021 Media Kit

Contact: advertising@fortefoundation.org

#MOREWOMENLEADING
LET’S REACH WOMEN

Want to reach 100,000+ talented and career-oriented women?

Promote your programs, events, and career opportunities to thousands of current and future women business leaders.

Forté members are engaged, connected, and regularly take advantage of Forté’s online resources to develop their networks and skill sets. Forté received over a half million visitors over the past year.
About our members

DEMOGRAPHICS

Forté members* are a diverse, well-educated community of talented women who represent a broad range of career stages and experience levels.

By advertising on the Forté website you’ll have the opportunity to access this amazing group of talent.

* Data based on Q1 2020; source Forté Annual Sponsor Meeting book
Website advertising

ON OUR WEBSITE

PLACEMENT
Top Pages (14K – 39K page views / quarter):
• Homepage
• Forté MBA Fellows
• Business 360° Blog

Section Pages:
• Events
• MBA Central

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

HOME PAGE

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

BLOG

WHAT IT'S LIKE TO WORK IN BUSINESS ANALYTICS AND WHY BEING A WOMAN HELPS
WEBSITE ADVERTISING

Ad Placement Examples

JOB CENTER

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

<table>
<thead>
<tr>
<th>Undergraduate Major</th>
<th>Business (27%)</th>
<th>Economics (18%)</th>
<th>Engineering (12%)</th>
<th>Humanities/Social Science (10%)</th>
<th>Information Systems/Computer Science (9%)</th>
<th>Mathematics/Physical Science (8%)</th>
<th>Other (21%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business (34%)</td>
<td>Economics (13%)</td>
<td>Engineering (16%)</td>
<td>Humanities/Social Science (20%)</td>
<td>Information</td>
<td>Mathematics/Physical Science</td>
<td>Other (16%)</td>
</tr>
</tbody>
</table>

FORTÉ MBA FELLOWSHIPS PAGE

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

EVENTS CALENDAR PAGES

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

MBA CENTRAL

WHY AN MBA?
FINANCING & ADMISSIONS
MBA PREP RESOURCES

With a Masters of Business Administration (MBA) degree, you
On our Website

I have found Forté’s website to be an invaluable resource throughout my MBA search process... I found that Forté offered a wealth of information addressing every issue and doubt going through my mind...

– FORTÉ MEMBER

SPECS & GUIDELINES

Homepage Ad: 970 x 90 pixels  
Website & Email Ads: 300 x 250 pixels  
Job Center Ad: 970 x 90 pixels  
Ad type: Third party tags; PNG, JPG or GIF  
Resolution: 72 dpi minimum (web standard)

• Artwork must be received one week prior campaign start

• Advertising will be limited to academic and career development-related offerings such as MBA/Executive MBA Programs; events; school/corporate sponsor branding and career opportunities.

• We encourage you to submit a tracking URL to monitor traffic from the Forté website to obtain the most complete picture of your ad’s success. Forté does not provide ad performance results.

• We will provide email open rate, 30 days post send. We also encourage you to monitor inbound traffic from your asset to provide the most complete picture of your ad’s success.
#MOREWOMENLEADING

## Website Advertising Rates

<table>
<thead>
<tr>
<th>WEBSITE ADS</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Forté Rate Card</td>
<td>Last updated January 2021</td>
<td>Ad Size</td>
<td>Campaign Length</td>
<td>Page Views During 2 mo. Period (Avg. 2020)</td>
<td>Standard Rate</td>
</tr>
<tr>
<td><strong>FORTÉ WEBSITE - PREMIUM PAGES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium page - Homepage</td>
<td>970x90</td>
<td>2 months</td>
<td>19,387</td>
<td>$2,200</td>
<td>25%</td>
</tr>
<tr>
<td>Premium page – Job Center (landing page)</td>
<td>970x90</td>
<td>2 months</td>
<td>6,717</td>
<td>$2,200</td>
<td>25%</td>
</tr>
<tr>
<td>NEW Premium page – Job Center (Insite Job Center ad)</td>
<td>300x250</td>
<td>2 months</td>
<td>Coming soon</td>
<td>$2,200</td>
<td>25%</td>
</tr>
<tr>
<td>Premium page – Forté Fellows page</td>
<td>300x250</td>
<td>2 months</td>
<td>12,225</td>
<td>$2,200</td>
<td>25%</td>
</tr>
<tr>
<td>Premium page – Business360 + article pages</td>
<td>300x250</td>
<td>2 months</td>
<td>26,046</td>
<td>$2,200</td>
<td>25%</td>
</tr>
<tr>
<td><strong>FORTÉ WEBSITE – SECTION PAGES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section – Events calendar pages includes ad in one Trending @ Forté E-News during campaign</td>
<td>300x250</td>
<td>2 months web + 1 email ad (same creative)</td>
<td>15,493</td>
<td>$2,200</td>
<td>25%</td>
</tr>
<tr>
<td>Section – MBA Central pages (excludes Fellows page) includes ad in one Trending @ Forté E-News during campaign</td>
<td>300x250</td>
<td>2 months web + 1 email ad (same creative)</td>
<td>7,065</td>
<td>$2,200</td>
<td>25%</td>
</tr>
</tbody>
</table>
Email advertising

TRENDING AT FORTÉ

Bi-Weekly Newsletter – by Audience

• College
• Early Career + Professional
• MBA

Trending @ Forté Bi-Weekly Newsletter:
By audience

Forté Monthly Job Alert:
By audience

Dedicated Email (100% SOV):
Custom HTML & target list

Forté sponsor schools and companies are eligible for a reduced rate. Volume discounts are also available.

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EMAIL ADVERTISING

Ad Placement Examples

JOB ALERTS
Monthly Newsletter – by Audience

• College
• Early Career + Professional
• MBA
EMAIL ADVERTISING

Ad Placement Examples

DEDICATED EMAIL

Price by List Size

- Age
- Geo (State)
- Career Stage
  (Grad Year: Undergrad or MBA)

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#MOREWOMENLEADING

## Email Advertising Rates

**2021 Forté Rate Card**  
*Last updated January 2021*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Campaign Length</th>
<th>Est. Emails Delivered (Avg. 2020)</th>
<th>Open Rate (Avg. 2020)</th>
<th>Click Rate (Avg. 2020)</th>
<th>Standard Rate</th>
<th>Forté Sponsor Discount</th>
<th>Forté Sponsor Discount Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMAIL ADS (by audience)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TRENDING @ FORTÉ - BI-WEEKLY EMAIL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trending @ Forté E-News - College</td>
<td>Option: 300x250 px (below fold) or 468 x 60 (above fold)</td>
<td>1 email ad</td>
<td>10,855</td>
<td>16.9%</td>
<td>1.6%</td>
<td>$700</td>
<td>25%</td>
</tr>
<tr>
<td>Trending @ Forté E-News – Pre-MBA</td>
<td>1 email ad</td>
<td>16,427</td>
<td>13.3%</td>
<td>1.6%</td>
<td>$700</td>
<td>25%</td>
<td>$525</td>
</tr>
<tr>
<td>Trending @ Forté E-News – MBA + Professionals</td>
<td>1 email ad</td>
<td>74,748</td>
<td>11.8%</td>
<td>1.5%</td>
<td>$1,000</td>
<td>25%</td>
<td>$750</td>
</tr>
<tr>
<td><strong>JOB ALERT – MONTHLY EMAIL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Alert Email - College</td>
<td>300x250</td>
<td>1 email ad</td>
<td>10,698</td>
<td>13.3%</td>
<td>1.5%</td>
<td>$700</td>
<td>25%</td>
</tr>
<tr>
<td>Job Alert Email – Professionals + Early Career (Pre-MBA)</td>
<td>1 email ad</td>
<td>78,417</td>
<td>11.8%</td>
<td>1.5%</td>
<td>$1,000</td>
<td>25%</td>
<td>$750</td>
</tr>
<tr>
<td>Job Alert Email - MBA</td>
<td>1 email ad</td>
<td>7,790</td>
<td>11.8%</td>
<td>1.5%</td>
<td>$700</td>
<td>25%</td>
<td>$525</td>
</tr>
</tbody>
</table>
# Email Advertising Rates

## 2021 Forté Rate Card

*Last updated January 2021*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Campaign Length</th>
<th>Emails Delivered</th>
<th>Standard Rate</th>
<th>Forté Sponsor Discount</th>
<th>Forté Sponsor Discount Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEDICATED EMAIL (TARGET LIST)*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIST SIZE – Target by Age, Geo (State), Career State (Grad Year: Undergrad or MBA), School</td>
<td>Up to 5,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>5,001 – 10,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$6,500</td>
</tr>
<tr>
<td></td>
<td>10,001 – 20,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$8,000</td>
</tr>
<tr>
<td></td>
<td>20,001 – 30,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$9,500</td>
</tr>
<tr>
<td></td>
<td>Over 30,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

*Note: Dedicated Emails are limited – Forté will not run more than 2 sponsored emails per audience/target a month*
Social Media Advertising

SOCIAL MEDIA

Ad Package
1 Facebook & 3 Twitter posts

Facebook:
facebook.com/fortefoundation/

Twitter:
https://twitter.com/fortefoundation

Data based on Q1 2021
SOCIAL MEDIA

Ad Placement Examples
CONQUERING MOTHERHOOD AND AN MBA

by Dale McLaugh

Insights from Four Women Who Took the Leap

This article is sponsored by the Kelley School of Business.

April Cipper Elben was a lawyer in her late 30s when her career as a law school administrator stalled. She was sure that she could transfer many of her skills from law to business, and the prospect of using her creativity to shine innovation was exciting. She and her husband had an infant son, but April was confident that their son was too young that she could navigate a full-time MBA program. Not only did April decide to enroll at the Kelley School of Business that fall, but her husband, Bruce, did, too.

In addition to balancing their marriage and the demands of schoolwork, they were also the
# MORE WOMEN LEADING

## Social Media & Content Advertising Rates

### 2021 Forté Rate Card
Last updated January 2021

<table>
<thead>
<tr>
<th>SOCIAL MEDIA + CONTENT</th>
<th>Ad Size</th>
<th>Campaign Length</th>
<th>Follower Count (As of Jan. 2020)</th>
<th>Open Rate (Avg. 2020)</th>
<th>Click Rate (Avg. 2020)</th>
<th>Standard Rate</th>
<th>Forté Sponsor Discount Rate</th>
<th>Forté Sponsor Discount Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article/Video on Business360 site</td>
<td></td>
<td></td>
<td><strong>Contact us for options &amp; details</strong></td>
<td></td>
<td></td>
<td>$3,333</td>
<td>25%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Included in 1 email + 3 dedicated social media posts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media package (Facebook &amp; Twitter)</td>
<td>1200x628 px</td>
<td>1 Facebook post</td>
<td>Facebook = 17.6k*</td>
<td></td>
<td></td>
<td>$1,000</td>
<td>25%</td>
<td>$750</td>
</tr>
<tr>
<td>Includes paid boost promotion</td>
<td>3 Twitter posts</td>
<td></td>
<td>Twitter = 10.9k*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Ad Impression Data Based on Forté advertising average in 2020