FORTÉ
MORE WOMEN LEADING

100k members strong and growing!

42% early career women, under age 30

2020 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 2019; source Forté Annual Sponsor Meeting book
PLACEMENT
Top Pages (14K – 39K page views / quarter):
• Homepage
• Forté MBA Fellows
• Business 360° Blog

Section Pages:
• Events
• MBA Central
WEBSITE ADVERTISING

Ad Placement Examples

HOME PAGE

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

BUSINESS360 BLOG

#MOREWOMENLEADING
WEBSITE ADVERTISING

Ad Placement Examples

FORTÉ JOB CENTER

JOE CENTER

#MOREWOMENLEADING
### Ad Placement Examples

#### Undergraduate Major

<table>
<thead>
<tr>
<th>Major</th>
<th>Business (10%)</th>
<th>Economics (15%)</th>
<th>Engineering (10%)</th>
<th>Humanities/Social Science (5%)</th>
<th>Information (5%)</th>
<th>Systems/Computer Science (5%)</th>
<th>Mathematics/Physical Science (5%)</th>
<th>Other (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
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<tr>
<td>Economics</td>
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<td>Engineering</td>
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<tr>
<td>Humanities/Social Science</td>
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<td>Information</td>
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<tr>
<td>Systems/Computer Science</td>
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<tr>
<td>Mathematics/Physical Science</td>
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<tr>
<td>Other</td>
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</tbody>
</table>

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**FORTÉ MBA FELLOWSHIPS PAGE**

**LET'S POWER UP**

Meet hundreds of like-minded women MBA students at this two-day conference and start shaping the business world before you even begin your MBA.  
More →
WEBSITE ADVERTISING

Ad Placement Examples

SPONSOR EVENTS

WOMEN LEAD WEBINARS
Forté Women Lead webinars will keep you learning, growing and advancing. Enhance your communication skills, build leadership, grow your business, or find inspiration.

13 FEB
Rice University Women Preview Weekend
📅 12:00 AM - 11:59 PM CST  📍 Houston, TX  Sponsor Events

04 DEC
Yale School of Management LGBTQ+ @ SOM Mixer
📅 6:30 PM - 9:00 PM ET  📍 New York, NY  Sponsor Events

22 NOV
UCLA Anderson School of Management – Embracing Diversity Conference
📅 9:00 AM - 3:30 PM  📍 Los Angeles, CA  Sponsor Events

EVENTS CALENDAR PAGES

#MOREWOMENLEADING
Ad Placement Examples

With a Masters of Business Administration (MBA) degree, you...
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
#MOREWOMENLEADING

## Website Advertising Rates

<table>
<thead>
<tr>
<th>2020 Forté Rate Card</th>
<th>Ad Size</th>
<th>Campaign Length</th>
<th>Page Views During 2 mo. Period (Avg. 2019)</th>
<th>Standard Rate</th>
<th>Forté Sponsor Discount</th>
<th>Forté Sponsor Discount Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEBSITE ADS</strong></td>
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</tr>
<tr>
<td><strong>FORTÉ WEBSITE - PREMIUM PAGES</strong></td>
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</tr>
<tr>
<td>Premium page - Homepage</td>
<td>970x90</td>
<td>2 months</td>
<td>19,604</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,650</td>
</tr>
<tr>
<td>Premium page – Job Center (landing page)</td>
<td>970x90</td>
<td>2 months</td>
<td>7,001</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,650</td>
</tr>
<tr>
<td>NEW Premium page – Job Center (Insite Job Center ad)</td>
<td>320x250</td>
<td>2 months</td>
<td>Coming soon</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,650</td>
</tr>
<tr>
<td>Premium page – Forté Fellows page</td>
<td>320x250</td>
<td>2 months</td>
<td>9,542</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,650</td>
</tr>
<tr>
<td>Premium page – Business360 + article pages</td>
<td>320x250</td>
<td>2 months</td>
<td>25,842</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,650</td>
</tr>
<tr>
<td><strong>FORTÉ WEBSITE – SECTION PAGES</strong></td>
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</tr>
<tr>
<td>Section – Events calendar pages includes ad in one Trending @ Forté E-News during campaign</td>
<td>320x250</td>
<td>2 months web + 1 email ad (same creative)</td>
<td>8,255</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,500</td>
</tr>
<tr>
<td>Section – MBA Central pages (excludes Fellows page) includes ad in one Trending @ Forté E-News during campaign</td>
<td>320x250</td>
<td>2 months web + 1 email ad (same creative)</td>
<td>1,158</td>
<td>$2,200</td>
<td>25%</td>
<td>$1,500</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)

#MOREWOMENLEADING
# Email Advertising Rates

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</thead>
<tbody>
<tr>
<td>EMAIL ADS (by audience)</td>
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</tr>
<tr>
<td>TRENDING @ FORTÉ- BI-WEEKLY EMAIL</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Trending @ Forté E-News - College</td>
<td>300x250 px or 468 x 60</td>
<td>1 email ad</td>
<td>10,842</td>
<td>16.6%</td>
<td>2.7%</td>
<td>$700</td>
<td>25%</td>
<td>$525</td>
</tr>
<tr>
<td>Trending @ Forté E-News – Pre-MBA</td>
<td></td>
<td>1 email ad</td>
<td>10,836</td>
<td>12.2%</td>
<td>1.2%</td>
<td>$700</td>
<td>25%</td>
<td>$525</td>
</tr>
<tr>
<td>Trending @ Forté E-News – MBA + Professionals</td>
<td></td>
<td>1 email ad</td>
<td>57,716</td>
<td>12.6%</td>
<td>1.4%</td>
<td>$1,000</td>
<td>25%</td>
<td>$750</td>
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<tr>
<td>JOB ALERT – MONTHLY EMAIL</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Job Alert Email - College</td>
<td>320x250</td>
<td>1 email ad</td>
<td>10,208</td>
<td>17.4%</td>
<td>3.5%</td>
<td>$700</td>
<td>25%</td>
<td>$525</td>
</tr>
<tr>
<td>Job Alert Email – Professionals + Early Career (Pre-MBA)</td>
<td></td>
<td>1 email ad</td>
<td>57,019</td>
<td>13.6%</td>
<td>1.5%</td>
<td>$1,000</td>
<td>25%</td>
<td>$750</td>
</tr>
<tr>
<td>Job Alert Email - MBA</td>
<td></td>
<td>1 email ad</td>
<td>6,959</td>
<td>22.4%</td>
<td>3.0%</td>
<td>$700</td>
<td>25%</td>
<td>$525</td>
</tr>
</tbody>
</table>
# MORE WOMEN LEADING

## Email Advertising Rates

### 2020 Forté Rate Card

**Last updated January 2020**

<table>
<thead>
<tr>
<th>DEDICATED EMAIL (TARGET LIST)*</th>
<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><strong>LIST SIZE</strong> – Target by Age, Geo (State), Career State (Grad Year: Undergrad or MBA), School</td>
<td></td>
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<tr>
<td>Up to 5,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$4,000</td>
<td>25%</td>
<td>$3,000</td>
</tr>
<tr>
<td>5,001 – 10,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$6,500</td>
<td>25%</td>
<td>$4,875</td>
</tr>
<tr>
<td>10,001 – 20,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$8,000</td>
<td>25%</td>
<td>$6,000</td>
</tr>
<tr>
<td>20,001 – 30,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$9,500</td>
<td>25%</td>
<td>$7,125</td>
</tr>
<tr>
<td>Over 30,000</td>
<td>N/A</td>
<td>1 email</td>
<td>See List Size</td>
<td>$11,000</td>
<td>25%</td>
<td>$8,250</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

Ad Package
1 Facebook & 3 Twitter posts

Facebook:
facebook.com/fortefoundation/

Twitter:
https://twitter.com/fortefoundation

Data based on Q4 2019
SOCIAL MEDIA

Ad Placement Examples
BUSINESS360 BLOG

ARTICLE/VIDEO

CONTACT US FOR RATES

Includes:
- Article/Video on hosted on Business360 site
- Inclusion in 1 Trending @ Forté email
- 3 social media posts promoting content

CONQUERING MOTHERHOOD AND AN MBA

by Dale Nichols

Insights from Four Women Who Took the Leap

This article is sponsored by the Kelley School of Business.

April Chappar Drake was a lawyer in her late 30s when she 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 drive 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
#MOREWOMENLEADING

## Social Media & Content Advertising Rates

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>SOCIAL MEDIA + CONTENT</td>
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</tr>
<tr>
<td>Article/Video on Business360 site</td>
<td>1200x628 px</td>
<td>1 Facebook post 3 Twitter posts</td>
<td>Facebook =28.2k* Twitter = 71.5k*</td>
<td>NA</td>
<td><strong>Contact us for options &amp; details</strong></td>
<td>$3,333</td>
<td>25%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Social media package (Facebook &amp; Twitter)</td>
<td>1 article</td>
<td><strong>Contact us for options &amp; details</strong></td>
<td>$1,000</td>
<td>25%</td>
<td>$750</td>
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</tbody>
</table>

*Ad Impression Data Based on Forté advertising average in 2019