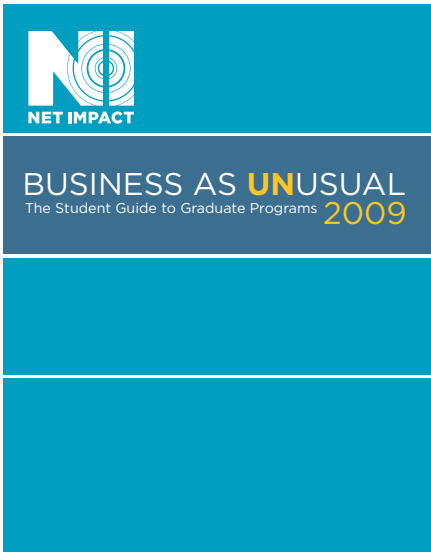




BUSINESS AS UNUSUAL

The Student Guide to Graduate Programs **2009**



CONTACT

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REACH
thousands of
socially and
environmentally
responsible MBAs and
graduate students

ADVERTISE IN *BUSINESS AS UNUSUAL*

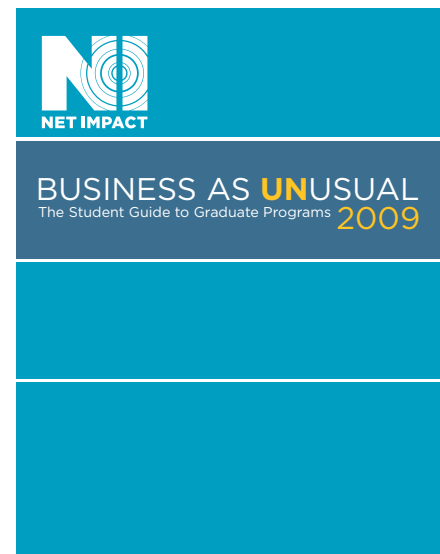
THE 2009 STUDENT GUIDE TO GRADUATE PROGRAMS

BUSINESS AS UNUSUAL

Net Impact is an international nonprofit organization focused on growing and strengthening a community of business leaders who want to make a positive social and economic impact on the world. Our member interests range from corporate social responsibility, social impact finance, and social entrepreneurship to international development, energy, and environmental sustainability. We strive to educate, equip and inspire our 10,000+ members to make a tangible difference in their universities, organizations, and communities around these topics.

Net Impact's *Business as UNusual: The Student Guide to Graduate Programs*, is one of our most popular publications. Established in 2006 and published annually, *Business as UNusual* provides the student perspective on how graduate programs incorporate these important issues into their curriculum, extracurriculars, and career services.

Not only does *Business as UNusual* give applicants an inside look at business schools, it also provides rankings that help compare programs across key criteria such as the inclusion of CSR themes in school curriculum and the strength of alumni networks in this emerging field.



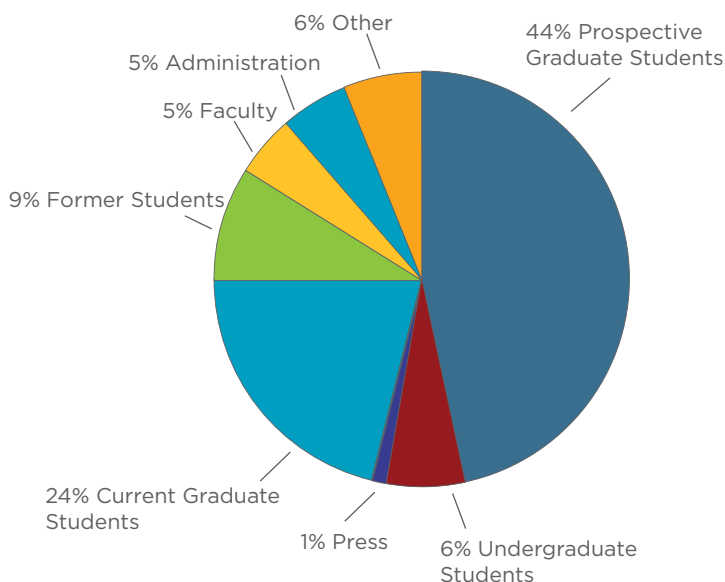
GUIDE READERSHIP

Our readership consists of a highly educated audience of prospective and current graduate students.

- To date, our guides have been downloaded more than 12,000 times
- 44% of the 2008 downloads were by prospective graduate students and 24% were current graduate students
- 83% said their perception of the schools featured positively changed after reading the guide

“Thanks for making [the guide] available - a wonderful resource!”

-- Undergraduate Student



BUSINESS AS UNUSUAL AUDIENCE

Our *Business as UNusual* guide is distributed to thousands of individuals who are researching business schools and who will likely apply in the near future. The 2008 guide was downloaded over 3,700 times by current and future graduate students, and it was passed on to hundreds more. This year we are expecting to reach an even greater audience!

THE VALUE WE OFFER

Advertising in our guide gives you the opportunity to reach thousands of graduate students and applicants for less than \$0.07 per reader.* We have a unique audience of highly educated individuals interested in how graduate schools incorporate sustainability into their programs. Through your participation in the guide, your program will also receive visibility in high profile locations.

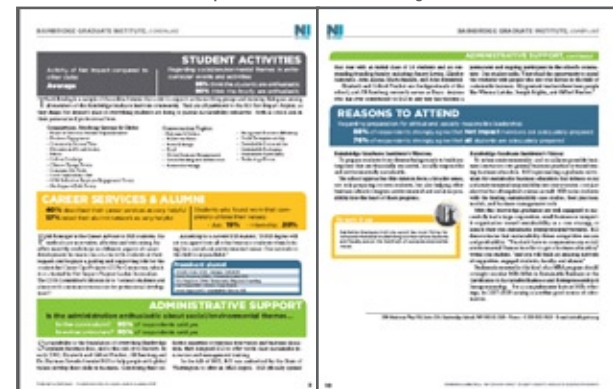
The 2008 guide was featured on such well-known sites as TriplePundit.com, Greenbiz.com, Treehugger, Google, Facebook, LinkedIn, Idealist, and The Aspen Institute.

*Based on our 1/4 page ad rate (\$250) and the total number of 2008 downloads (3,724)

“ The guide helped me to narrow down my school search as Sustainable Enterprise will be my focus. It also provided excellent feedback on the true involvement of the student body and support from faculty in Sustainable concentrations at all schools listed! I talk about the guide to admissions offers at schools I’m considering. ”

-- Prospective Graduate Student

Sample School Entry



ABOUT NET IMPACT

Net Impact is an international nonprofit organization whose mission is to make a positive impact on society by growing and strengthening a community of new leaders using business to improve the world. We offer a portfolio of programs to educate, equip and inspire more than 10,000 members to make a tangible difference in their universities, organizations, and communities.

Spanning six continents, our membership makes up one of the most influential networks of students and professionals in existence today. Net Impact members are current and emerging leaders in CSR, social entrepreneurship, nonprofit management, international development, and environmental sustainability who are actively improving the world.

“ The *Business as UNusual* guide figured heavily into my application process. This ranking guide meant more to me than any of the major publications (BusinessWeek, US News, etc.) ”

-- Current Graduate Student

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ADVERTORIALS

This year, Net Impact will offer advertisers the option of publishing an advertorial or an advertorial + traditional ad combination. Advertorials provide a unique opportunity to present your program or service to *Business as UNusual* readers.

You can opt to re-print a favorable press piece or perhaps something published in your Alumni magazine. Or you can work with our staff to develop original content.

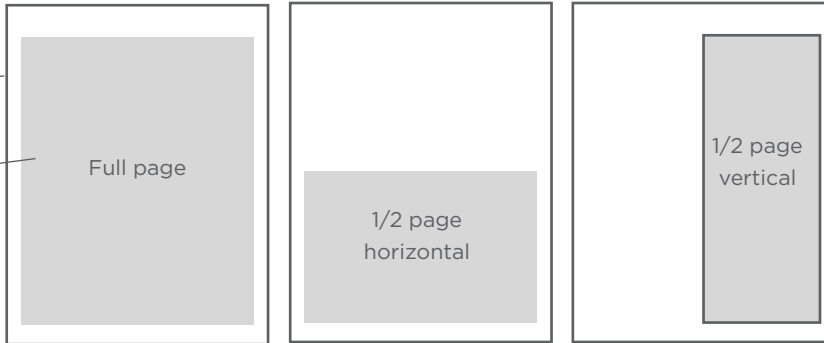
Advertorials are available as full or half-page options and they will include a logo or small photograph of your choosing. Alternatively, you can elect to provide a full, half or quarter-page print ad supplemented by a full, half or quarter-page advertorial.

ADVERTORIAL ONLY

Example of advertorial

Trim Size
8.5"w x 11"h

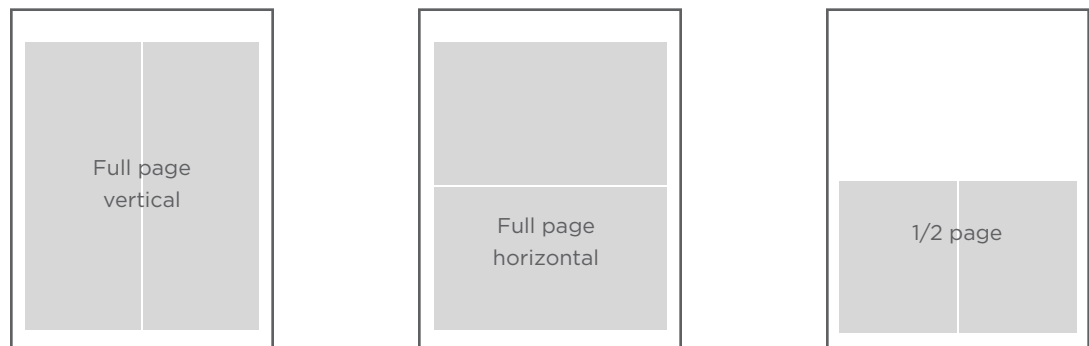
Live Area
7.5"w x 9.25"h



RATE	\$1500 USD	\$1000 USD	\$1000 USD
SPECS	2500 words + logo	1250 words + logo	1250 words + logo
LIVE AREA	7.5"w x 9.25"h	7.5"w x 4.5"h	3.625"w x 9.25"h

+ If your ad bleeds off the page, please include .25" bleed area beyond the trim along the appropriate edges

ADVERTORIAL + TRADITIONAL AD



RATE	\$1000 USD	\$1000 USD	\$800 USD
SPECS	500 words + logo	500 words + logo	250 words + logo
LIVE AREA	3.625"w x 9.25"h	7.5"w x 4.5"h	3.625"w x 4.5"h

+ If your ad bleeds off the page, please include .25" bleed area beyond the trim along the appropriate edges

ONLINE & PRINT ADVERTISEMENTS

We also offer a range of online and print advertising options to suit your program needs. We are happy to work with you to craft a custom advertising program as well.

ONLINE OPTIONS

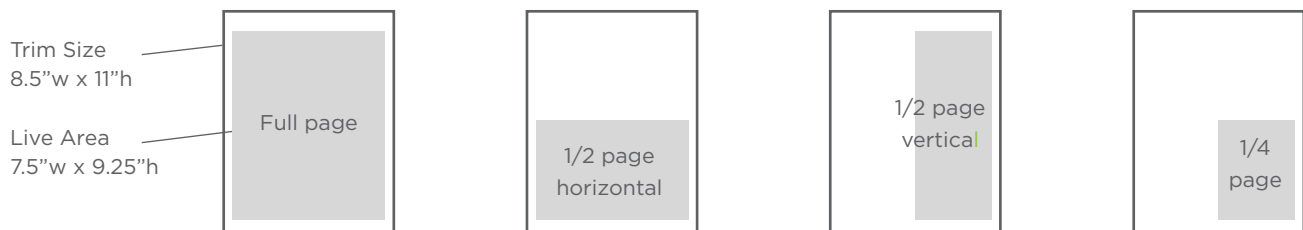
Net Impact offers online banner and tile advertisements that will be featured on the overview and list pages for the 2009 *Business As UNusual*. Online advertisements are available in a variety of formats and provide your organization with guaranteed exposure when readers download the publication or check program rankings.

	OVERVIEW PAGE	LIST PAGES
BANNER	\$750 USD	\$600 USD
TILE	\$500 USD	\$450 USD
TEXT	\$350 USD	\$350 USD

BANNER 760 x 60 pixels	TILE 140 x 95 pixels	TEXT 15 words + link
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PRINT OPTIONS

Business as UNusual offers several print advertisement options. All advertisements will be dispersed within the guide, which is published as a PDF and made available through Net Impact and our partner sites. If you are advertising a specific program, we can feature your content by your business school program entry in the guidebook to ensure maximum exposure.



RATE	\$600 USD	\$400 USD	\$400 USD	\$250 USD
LIVE AREA	7.5" w x 9.25" h	7.5" w x 4.5" h	3.625" w x 9.25" h	3.625" w x 4.5" h

+ If your ad bleeds off the page, please include .25" bleed area beyond the trim along the appropriate edges

INSIDE COVER PAGE ADS

Place your full page ad on the inside covers in the front and back of the book. \$2,500 USD, with the same specifications as listed above.

GUIDELINES FOR ALL SUBMISSIONS

- + Advertising Deadline: July 7, 2009
- + Publication Date: August 2009
- + We can write your advertorial for you! Contact us today for details
- + The online PDF version of the guide will be in color, while the print version will be in black & white (please submit files in both color and black & white formats)
- + All submissions should be at least 300 dpi and have the fonts embedded
- + We strongly prefer an EPS file with high resolution graphics and fonts
- + Other acceptable file formats include TIFF and PDF
- + If submitting a PDF of a bleed ad, the finished PDF must be prepared to the bleed size, rather than the trim size, and please include crop marks

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