



ADVERTISING
BRANDING
MARKETING

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SKYAD.COM

PACE UNIVERSITY
DIGITAL
RECRUITMENT
STRATEGY



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ADVERTISING
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CAREERS PAGE EXPOSURE PACE UNIVERSITY

Today's recruitment landscape is highly fragmented, with candidates seeking jobs in a variety of ways. 60% of the US workforce shows a combination of passive and active behaviors with a full 20% being entirely passive. And, a majority of job seekers - whether employed or not - exhibit more emotion-based behavior in selecting their next job. All of this means that to succeed, a company needs to develop a multi-channel approach to recruiting in order to spread their message across different platforms and enhance their employer brand to influence the emotions of job seekers.

We have put together a comprehensive digital program for Pace University to drive traffic to Pace's Careers Page. The program is highly targeted and cost effective. The campaign will allow Pace University to increase the audience of potential candidates while also highlighting the career opportunities and the benefits of working at Pace University.

Approaching the recruiting strategy with this new digital direction will help Pace to saturate the market in the most effective way, bringing deserved recognition to the reasons to work at Pace.

LET'S DO GREAT THINGS TOGETHER

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Digital Offerings

IMPRESSIONS CAMPAIGN

» CUSTOMIZABLE. AFFORDABLE. MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully designed banners, your campaign can be customized to showcase your organization's unique selling features and as an employer of choice. The program allows you to target by region, state, city or zip code, and lifestyle.

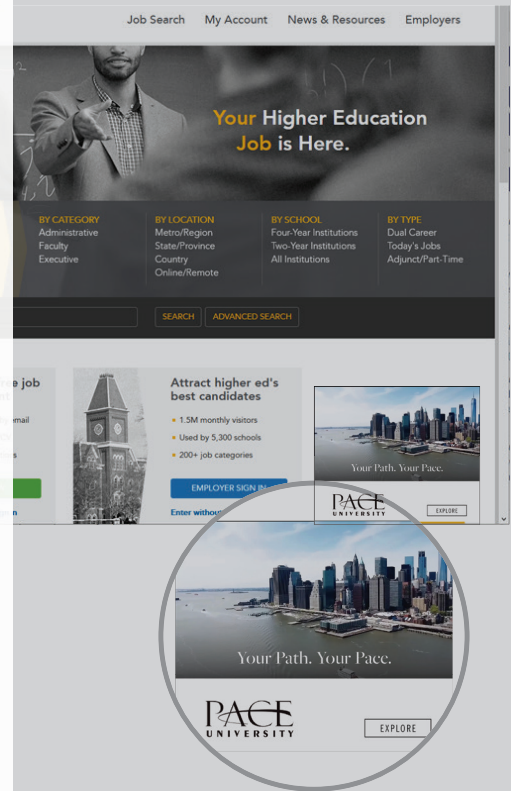
Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your career website or landing page.

CAMPAIGN OVERVIEW AND BUDGET

Campaign: Pace University
Flight Dates: March 2020 - May 2020
Impressions: 3,000,000
 Clicks through to the website of your choice.



Minimum 3 month commitment



IMPRESSIONS PROGRAM TARGETING SITES

We identify the best sites to feature your campaign and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

THE CHRONICLE OF HIGHER EDUCATION



HigherEdJobs®

Many more websites available for local to global targeting.

» GEO TARGETING

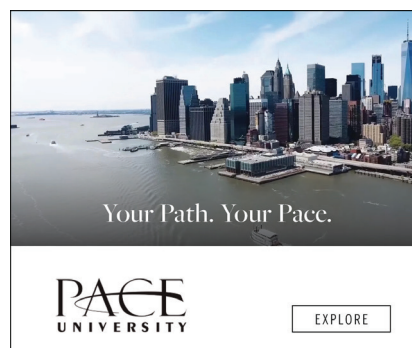
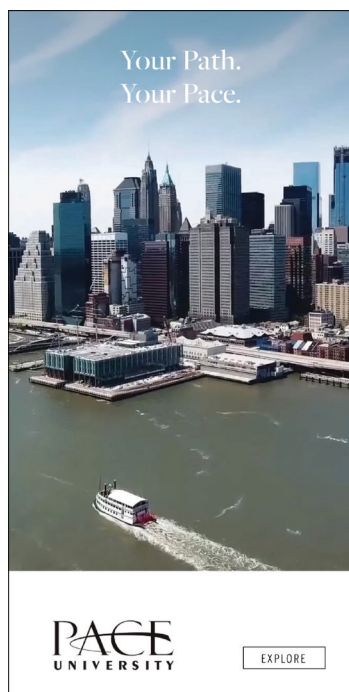
We identify where potential candidates are found and use the information to identify the areas to geo-target. We can target locally to globally.



CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

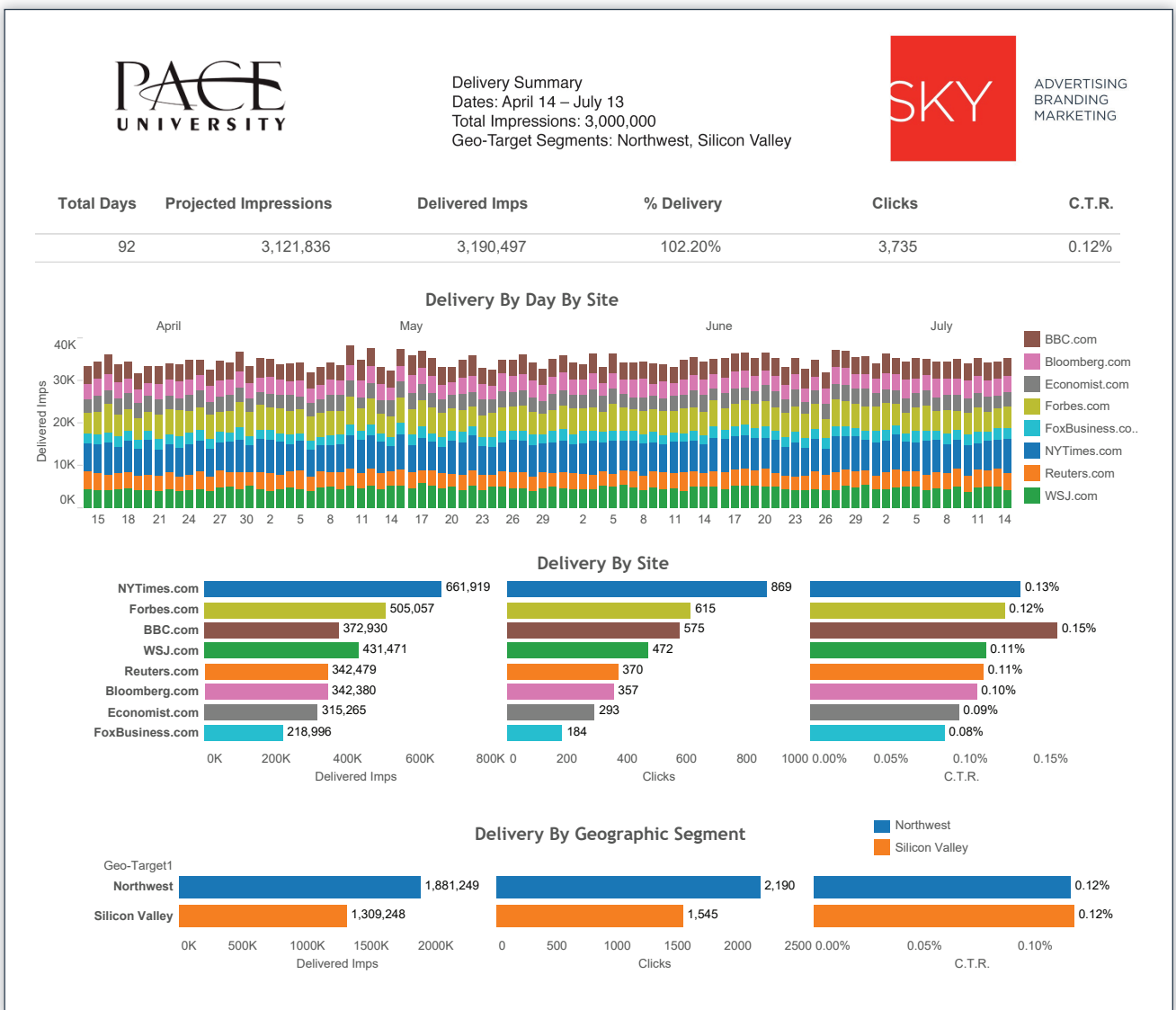


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

» IMPRESSIONS PROGRAM SAMPLE REPORT



PACE UNIVERSITY RECRUITMENT

After doing some research, we have put together an integrated program that targets a A25+ audience in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey and Pennsylvania in the market for academic positions..

The program, which will run from March 1st - May 31st is projected to deliver an estimated 3 million impressions.

This recommendation includes:

- A Site specific segment that allows us reach an academic audience of A25+ in a premium editorial environment on leading higher education news and employment websites.
- A behavioral targeted custom intent banner segment, that will allow us to reinforce and show banners to A25+ who are actively looking for higher education related positions.
- An in-market targeting A25+ who are actively looking for education related jobs.

» SITE SPECIFIC

This segment consists of premium higher education focused sites Chronicle.com, InsideHigherEd.com and HigherEdJobs.com.

» BEHAVIORAL TARGETING - CUSTOM INTENT - HIGHER EDUCATION JOBS

Custom Intent - Higher Education Jobs

- We are able to target people who are actively searching for Higher Education related jobs based on their online behavior (sites visited, content consumed and search activity).

The site list includes:

- | | |
|---------------------------|--------------------------|
| • chronicle.com | • Asiansinhighered.com |
| • Higheredjobs.com | • wihe.com |
| • Insidehighered.com | • Veteransinhighered.com |
| • Aaup.org | • Veteransinacademia.com |
| • jbhe.com | • Disabledinhighered.com |
| • AABHE.edu | • Ahead.org |
| • diverseeducation.com | • aahhe.org |
| • Hispanicoutlook.com | • Latinosinhighered.com |
| • HACU.net | • LGBTinHigherEd.com |
| • Blacksınhighered.com | • highered360.com |
| • Hispanicsinhighered.com | • hercjobs.org |

Some of the sample keywords include

- | | |
|--|--|
| • “University Student Assistant jobs” | • “english literature professor jobs” |
| • “Assistant Registrar jobs” | • “assistant professor organic chemistry jobs” |
| • “Director-Multicultural Affairs jobs” | • “university instructor jobs” |
| • “Senior Institutional Reporting Analyst jobs” | • “academic advisor positions near me jobs” |
| • “Institutional Reporting Analyst jobs” | • “academic job search “ |
| • “Senior Institutional Reporting jobs” | • “academic positions jobs “ |
| • “Environmental Law Graduate Fellow jobs” | • “academic vacancies jobs “ |
| • “Development Officer jobs” | • “college job search “ |
| • “Associate Dean for Allied Health Programs jobs” | • “times higher education jobs “ |

- “university job search “
- “university job vacancies “
- “jobs at colleges and universities “
- “higher ed jobs “
- “cuny jobs “
- “indeed jobs “
- “local university jobs “
- “chronicle of higher ed jobs “
- “university college jobs “
- “columbia university jobs “
- “NYU jobs “
- “Pace University Jobs “
- “Pace University Academic Job openings “

Since this segment targets behavior first, the banners could end up showing on any site across the web. To ensure that the banners are seen in a premium environment, we have created a “white list” of sites. Ads will only show to people who have met our targeting criteria on a broad network of premium news sites and blogs.

» **MEASUREMENT**

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

» **REPORTING**

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.

IMPRESSIONS SCHEDULE

Pace University - Recruitment

Media	Geo-Target	March			April			May			Impressions				
		1	8	15	22	29	5	12	19	26		3	10	17	24
Chronicle.com InsideHigherEd.com HigherEdJobs.com	Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania														275,000
															225,000
															250,000
Behavioral (Custom Intent)	Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania														1,500,000
Custom Intent - In-Market Education Job	Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania														750,000
Total Impressions															3,000,000

Price: \$2,200 per month. 3 month minimum commitment.