

crib sheet ads

Ad Overview

Ads in Crib Sheet are meant to be valuable, relevant, and attractive to users and an easy way to reduce your costs.

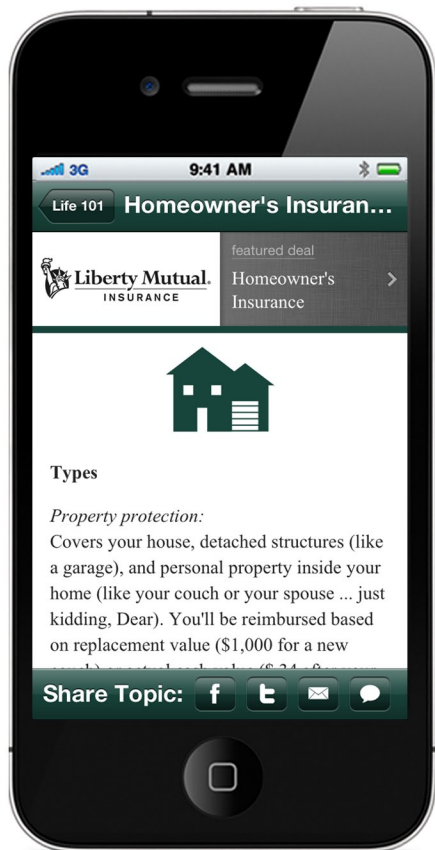
- ✓ Each ad is related to a life 101 topic (e.g. auto insurance)
- ✓ Maximum of one ad per topic
- ✓ Only **your** ads (your affinity partners or ads you sold)
- ✓ Ads visually match the app design (nothing annoying)

Search an app store for “MSU Crib Sheet” to see ad examples.

Sponsor Discount

To receive an automatic discount off your annual subscription, promote one or more of your affinity partners, like Liberty Mutual, who participate as one of our valued sponsors (see our site) as follows:

- ✓ Their ads appear in relevant topics in your app
- ✓ Their logo appears in some of your promotional materials (see page 2 for an example)



Sell Ads in Your App

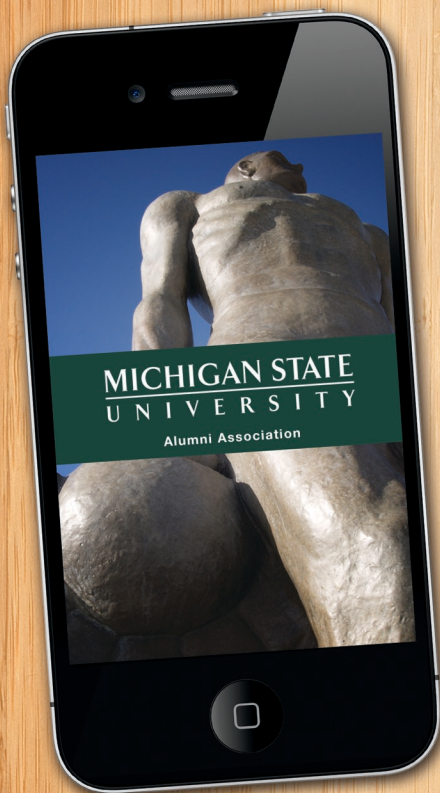
You do some legwork and generate revenue from your app. Offer your advertisers the chance to reach your mobile-savvy alumni.

- ✓ Keep **100% of the revenue** (you choose the ad rates)
- ✓ Ads must be related to a topic (e.g. Bert's Honda Dealer in “Buying vs. Leasing a Car”)
- ✓ We'll provide you an “ad-sales sheet” which you can provide your advertisers (see page 3 for an example)
- ✓ If you sell ad packages (print, web, etc) to advertisers, add the app to your “ad portfolio”

EXAMPLE

Co-branded
Magazine Ad

enhance your alumni experience with crib sheet



iPhone



iPad



Android



BlackBerry



Web

Keep Michigan State In Your Pocket!

Take us with you. Download our free mobile app. Our app keeps you up-to-date with all things Michigan State, and gives you humorous real world tips on everything from engagement rings to retirement.

Why download Crib Sheet?

- Want sports scores? Campus news? Select your favorite MSU social media feeds, all on one simple screen.
- Keep in touch. Submit address updates, answer polls and more.
- Get tips and guidance on real world issues like taxes, home buying, investing, retirement and much more
- Be the first to know about special alumni association offers and promotions.

DOWNLOAD NOW



To download the app, scan this image with your smartphone, visit mycribsheet.com/msu, or search an app store for "MSU Crib Sheet".



Crib Sheet is sponsored by Liberty Mutual, our auto and home insurance provider.

Don't forget...

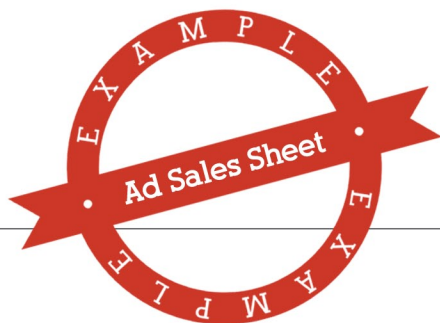
Members are eligible for a reduced rate on home and auto insurance from Liberty Mutual.

To learn more visit www.libertymutual.com/msu or call Liberty Mutual at **1-800-317-3845**

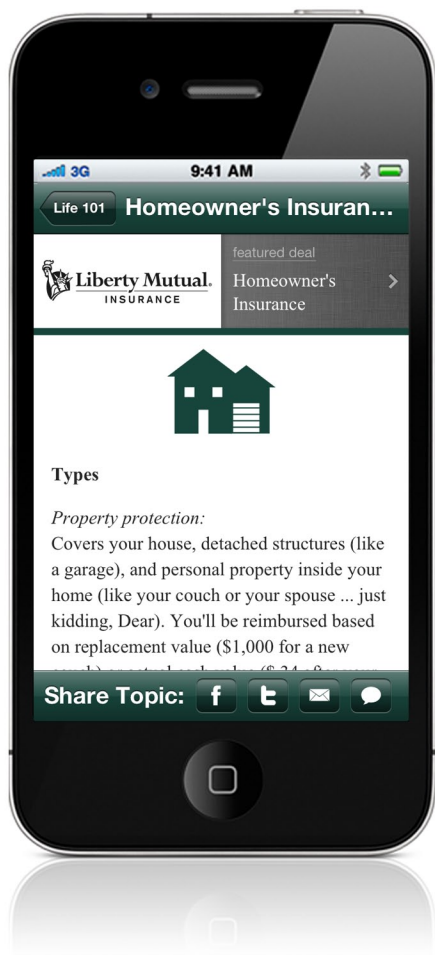
MICHIGAN STATE
UNIVERSITY



Liberty Mutual
INSURANCE



MICHIGAN STATE UNIVERSITY



app advertising opportunity

App Overview

"Crib Sheet for MSU Spartan Alumni" is the official app for Michigan State alumni. Our app provides:

- ✓ Rich, timely selection of MSU news stories
- ✓ Humorous "life 101" topics
- ✓ Valuable, contextual ads related to "life 101" topics
- ✓ Broad availability (almost all smart phones plus the web)

Advertising Opportunity

Become the exclusive advertiser in one of our "life 101" topics and reach our mobile-savvy alumni just as they're looking for you. Ads appear in:

- ✓ **News tab:** Rotating banner at top of our news
- ✓ **Life 101 tab:** Banner (top) and text (bottom) of your topic
- ✓ **Deals tab:** Listed in our "deals" directory

Search any app store for "MSU Crib Sheet" to see ad examples.

Ad Specifics

For \$X/year, we invite you to become the exclusive advertiser in our "life 101" topic of XYZ.
If interested, please supply the following:

- ✓ **Ad title:** Your company name
- ✓ **Ad text:** Provide a brief ad description (brief text with a phone number, link, and/or email for a "call-to-action")
- ✓ **Image:** 640 x 320 logo or product image (black and white; JPG file is best; include some white space around image)