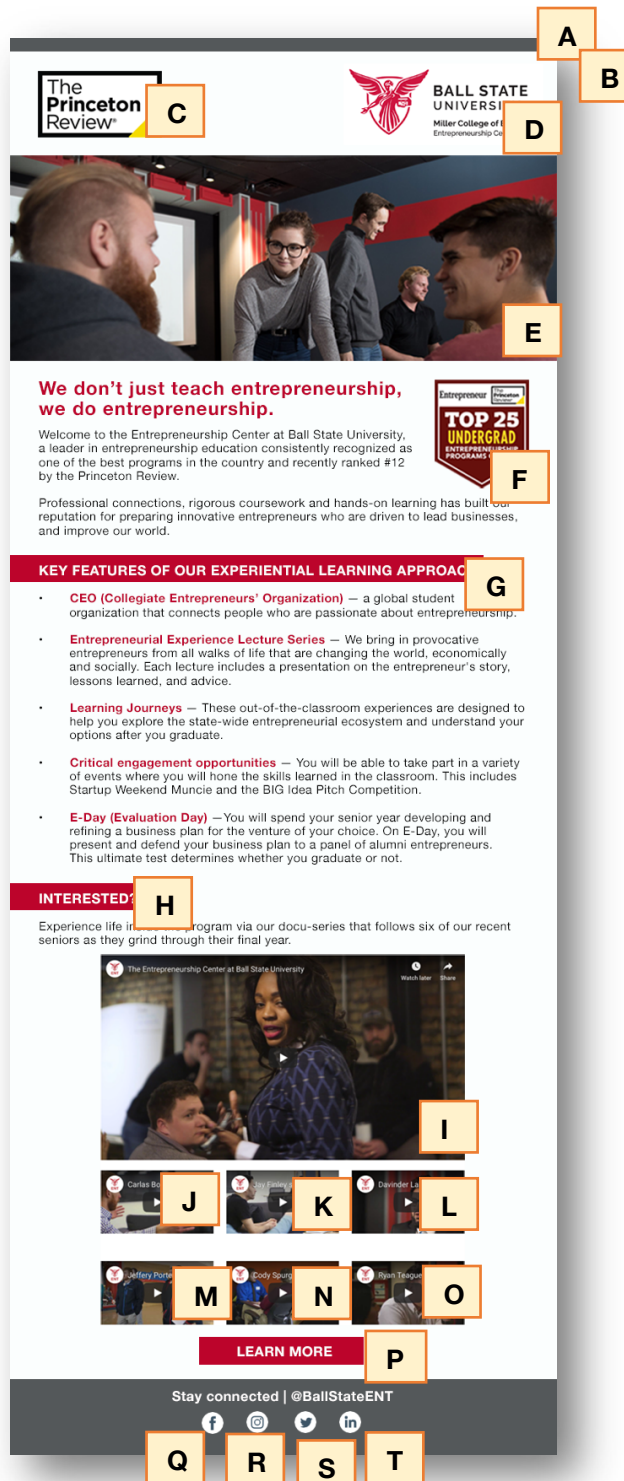


Princeton Review emailing | **Brief (1/2)**
11/7/18

You will find attached a PNG file titled "Email blast_final" that will show you the desired look and feel for the HTML that you will be putting together for us. Each individual component is also included in the zip folder with a file name starting with the letter corresponding to their placement as follows:



Princeton Review emailing | **Brief (2/2)**

- Size: 640 px (W) x 1659 px (H)
- Subject line: **Ball State ranked 12th in entrepreneurship**
- Sending date: as close from the date of the ranking release as possible
- Copy for the emailing: see next page
- Font to be used: Helvetica Neue LT Std (attached as well)
- Colors to be used:



- We would like to components below to open a new window linked to a specific URL as follows:
 - o “I” thumbnail: <https://youtu.be/4DTo0qdKLcl>
 - o “J” thumbnail: <https://youtu.be/JSf4v8yWhCY>
 - o “K” thumbnail: <https://youtu.be/OGNgB54DTc0>
 - o “L” thumbnail: <https://youtu.be/YW5sFlqRo8E>
 - o “M” thumbnail: https://youtu.be/P_rdy0YI9zc
 - o “N” thumbnail: <https://youtu.be/vzXZK9xtkfc>
 - o “O” thumbnail: <https://youtu.be/cbCH37BK4-E>
 - o “P” button: <https://www.bsu.edu/academics/centersandinstitutes/entrepreneurship>
 - o “Q” icon: <https://www.facebook.com/BallStateENT>
 - o “R” icon: <https://www.instagram.com/BallStateENT/>
 - o “S” icon: <https://twitter.com/BallStateENT>
 - o “T” icon: <https://www.linkedin.com/groups/4148365/>

We don't just teach entrepreneurship, we do entrepreneurship.

Welcome to the Entrepreneurship Center at Ball State University, a leader in entrepreneurship education consistently recognized as one of the best programs in the country and recently ranked #12 by the Princeton Review.

Professional connections, rigorous coursework and hands-on learning has built our reputation for preparing innovative entrepreneurs who are driven to lead businesses, and improve our world.

KEY FEATURES OF OUR EXPERIENTIAL LEARNING APPROACH

- **CEO (Collegiate Entrepreneurs' Organization)** — a global student organization that connects people who are passionate about entrepreneurship.
- **Entrepreneurial Experience Lecture Series** — We bring in provocative entrepreneurs from all walks of life that are changing the world, economically and socially. Each lecture includes a presentation on the entrepreneur's story, lessons learned, and advice.
- **Learning Journeys** — These out-of-the-classroom experiences are designed to help you explore the state-wide entrepreneurial ecosystem and understand your options after you graduate.
- **Critical engagement opportunities** — You will be able to take part in a variety of events where you will hone the skills learned in the classroom. This includes Startup Weekend Muncie and the BIG Idea Pitch Competition.
- **E-Day (Evaluation Day)** — You will spend your senior year developing and refining a business plan for the venture of your choice. On E-Day, you will present and defend your business plan to a panel of alumni entrepreneurs. This ultimate test determines whether you graduate or not.

INTERESTED?

Experience life inside the program via our docu-series that follows six of our recent seniors as they grind through their final year.

LEARN MORE

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