



# MEDIA KIT

2018



International  
Student

# Our Difference

What makes us different from the rest? Our site has been grown organically, meaning students naturally find the site in search engines and around the web which relates to more high quality traffic.

Here are some quick statistics:



9,000,000  
Annual Visitors



Accessed from  
239 Countries



High Quality  
Organic Traffic



7,700,000  
Targeted Emails



350,000 Newsletter  
Subscribers



USA, UK, India, China,  
Canada, Philippines

# Package Options

We offer the three main package options to clients, depending on their needs:

- School Packages
- Lead Generation
- Web Advertising

Please click on the items above, or scroll down for more details!

# School Packages

Enhance your existing free school profile, with one of our featured profile packages!



- Enhanced school profile with unlimited content
- School logo, overview, program descriptions and statistics
- Student profiles, scholarship and financial aid information
- Photos and videos of your school
- Integration of social media channels into profile
- Top listing when students search on your school's criteria
- Lead form or direct link to your schools website
- Uncapped number of leads

\$1,995 per year



All features of the "Featured Package" plus:

- Social media exposure through Facebook, Twitter, Google+, RenRen and Sina Weibo
- One newsletter inclusion (350,000+ opt-in subscribers)
- 100 leads guaranteed, no cap

\$3,995 per year



All features of the "Outbound Package" plus:

- Minimum three inbound links to your profile from relevant content
- Banner ads
- One additional newsletter inclusion (two total)
- Quarterly blog posts
- Featured listing on scholarship sites or ESLdirectory.com
- 250 leads guaranteed, no cap

\$7,495 per year



All features of the "SEO Package" plus:

- Two language translation for your school profile
- Inclusion in two Featured School emails
- Trigger email for the program of your choice
- 400 leads guarantee, no caps

\$9,995 per year

# Lead Generation

Our real-time leads include all the information you need to follow up with students quickly. The core pieces of information we collect includes:

- Full Name
- Email
- Gender
- Age
- Phone Number
- Mailing Address
- Nationality
- Degree Attained
- Intended Study Field
- Degree Sought
- Start Date
- Inquiry Date



Our cost-per-lead model is perfect for colleges and universities that are looking for between 50 to 500 high quality leads per month. Tell us what student demographics you are looking to target and we can deliver real-time leads matching that profile.

## Why are our leads best in class?

We generate high quality inquiries by promoting schools in a targeted manner on our website and through many other types of outbound marketing and exposure. The quality and quantity of our traffic is key to our success as:

1. Students find us organically.
2. Students are matched to your school by their individual preferences.
3. Students must proactively opt-in to receive details about your school.

We will promote schools to generate leads through a number of different marketing efforts, including but not limited to:

- A custom profile for your school
- “Featured Status” in the USA School Search
- Banner ads
- Inclusion in the appropriate existing content sections
- Creation of content based on your school/program
- Blog Posts
- Newsletters
- Social Media
- Email marketing

Contact us today to learn more about our high quality lead generation program and how it can help boost your international student enrollment!



# Web Advertising

If you are looking for online web exposure to promote your school or brand to our international student community, our web advertising packages are an ideal way to achieve this. The traffic and inquiries that our site will provide are organic and exclusive to what you are offering, allowing you to convert prospects at a higher level.

We offer:

- Customized landing pages
- Banner placement
- Inclusion in site content sections
- Newsletter advertising
- Social media marketing
- Email marketing

Please contact us and we can provide you with a comprehensive outline and proposal of what we can offer your brand, service or school.

## Optional Add-Ons

With any of our packages, you can include extra “add-ons” to tailor the package to your needs:

- Language Translation (\$1,000 per language)
- Newsletter Promotion (\$1,000 per promotion)
- Banner Ads (\$1,000 per year per banner in rotation)
- Customized Emails (\$20 CPM with a \$500 design and setup fee)
- Trigger Emails by Program (\$1,000 for each trigger with a \$500 design and setup fee)
- Featured Listing on ESLdirectory.com (\$995 per year)
- Featured Listing on InternationalScholarships.com and IEFA.org (\$995 per year)
- Live-Video Events (\$3,995 per event)

## Contact Us

For more information about any of the details listed in this media kit, or to receive a customized proposal, please do not hesitate to contact our team for further details:



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