

Recruiting 2004

Canadian Students



PACKAGE	WebLinks™	Recruit Me!™	Tracking Reports	Export Me!™	Newsletter Announcements	Virtual Campus e-Tour™	Web Adlets	School Videos	Feature School	High School Data Lists	Targeted E-mail Campaigns	Banner Ads	Interactive ViewBook™
<input type="checkbox"/> STARTER	1	✓	✓	✓	✓								
<input type="checkbox"/> BASIC INTERACTIVE	4	✓+	✓	✓	✓	Standard	OR 1	OR ✓					
<input type="checkbox"/> TOTAL INTERACTIVE	8	✓+	✓	✓	✓	Standard	4	✓	✓		5,000 e-mails (1 set-up)		
<input type="checkbox"/> INTEGRATED RECRUITMENT	8	✓+	✓	✓	✓	Full Feature	8	✓	✓	✓	20,000 e-mails (2 set-ups)	✓	
<input type="checkbox"/> PROFESSIONAL RECRUITMENT	8	✓+	✓	✓	✓	Interactive ViewBook™	8	✓	✓	✓	30,000 e-mails (3 set-ups)	✓	3,500 CDs
<input type="checkbox"/> ezRECRUIT™ ENROLMENT	EDGE'S COMPREHENSIVE WEB-BASED ezRECRUIT™ ENROLMENT MANAGEMENT SOFTWARE STREAMLINES THE RECRUITMENT PROCESS FROM FIRST CONTACT TO REGISTRATION. PLEASE CONTACT US.												

Name: _____

SUBTOTAL _____

Title: _____

DISCOUNTS:

School name: _____

Existing SchoolFinder.com clients 5% _____

Phone number: _____ P.O. #: _____

Sign on for both SchoolFinder.com & StudyinCanada.com 5% _____

Signature: _____ E-mail: _____

GRAND TOTAL _____

(taxes additional)

RECRUITING OPTIONS

You will find a level of participation on SchoolFinder.com to accommodate your needs and budget. Our recruitment consultants can help you determine the package that best suits your needs.



WebLinks™

WebLinks™ are located in your School Profile and in search result pages. They give students the opportunity to link directly to your Web site. In addition to your Web site, programs and application links, you can customize your WebLinks™.

Recruit Me!™

Encourage qualified prospects to instantly request information about your school by e-mail. Recruit Me!™ information requests are recorded in the Client Centre where you can download your leads in an Excel spreadsheet using Export Me!™.

Recruit Me! Plus™

Recruit Me! Plus™ allows you to communicate directly with students viewing your profile. This is perfect for promoting an open house, school visits or a new program. Recruit Me! Plus™ information requests are recorded in the Client Centre.

Tracking Reports

You can measure your marketing investment through Tracking Reports in the Client Centre. You get detailed monthly reports on how many profile page views you received, the number links to your home page and other WebLinks™. You can export your student leads to a local database using Export Me!™.

Export Me!™

Export Me!™ makes it easy to track your prospective student leads and export them to a local database or spreadsheet. Having this information available to you on your own system enables you to easily track student leads and monitor conversion rates.

Newsletter Announcements

Every month you can include your announcements, press releases, events and other news in the Newsletter. This is one of the most popular features on the site and reaches over 300,000 students, parents, counsellors and agents every month.

Virtual Campus e-Tours™

Using photos, text, music, voice-overs, video, panoramas or animation, your e-Tour™ is a great way to give prospective students an introduction to your school. e-Tours™ are one of the most effective ways to communicate with prospective students. A Standard e-Tour™ has five screens and one music clip. A Full Feature e-Tour™ has ten screens and up to three video, music or voice-over clips.

Web Adlets

A new option this year, Web Adlets are clickable online ads strategically placed in specific sections of the Web site. You can place your Web Adlet on a career or program page which allows you to reach a highly targeted audience. Designed by EDge, Web adlets can be inserted on up to eight separate pages. Web Adlets are perfect for promoting a specific faculty or program.

School Videos

Students can now seamlessly enjoy rich media online, including clips from your prospective student video. Engage prospects by bringing your campus or testimonials directly to them.

Feature School

Feature School ensures high visibility. More powerful than a banner ad, Feature School links students directly to your e-Tour™ or School Profile. Rotating throughout the Web site, Feature School will increase your exposure by up to three times.

High School / Agent Data Lists

Data Lists help you reach high school counsellors, agents, and other influencers. This option gives you access to contact lists in an Excel spreadsheet so that you can do your own mailings.

Targeted E-mail Campaigns

Promoting your open house, program or school visit is important and can cost thousands of dollars through traditional media channels. Using our database of over 300,000 prospective students and thousands of Canadian and international counsellors, we help you promote your school anywhere in Canada or the world.

Banner Ads

Banner Ads provide a great opportunity to brand your school and reinforce your message. Placed strategically throughout the Web site, they ensure that thousands of people will see your message.

Interactive ViewBook™

Interactive ViewBooks™ on CD-ROM are a popular way to maximize all the benefits of multimedia and build one-to-one relationships with prospect students. IVBs™ are effective and can help reduce your print and mailing costs. These customized presentations can be used on your own Web site.