

# Recruiting 2007

Advertising Options - Domestic Students



Congratulations!  
It's time to renew

PACKAGE	WebLinks™	Recruit Me!™	Tracking Reports	Newsletter Announcements	Web Advertising			E-mail Marketing			
					Web Adlets	Banner Ads	Feature School	Virtual Campus e-Tour™	Open House Announcement	Program Announcement	Survey Campaign
<input type="checkbox"/> <b>STARTER</b> \$1,575	1	✓	✓	✓							
<input type="checkbox"/> <b>BASIC INTERACTIVE</b> \$3,200	4	✓	✓	✓	1			Standard*			
<input type="checkbox"/> <b>TOTAL INTERACTIVE</b> \$6,300	8	✓	✓	✓	4		✓	Standard*	10,000 e-mails (1 set-up) Students / Counsellors / Parents		
<input type="checkbox"/> <b>INTEGRATED RECRUITMENT</b> \$11,500	8	✓	✓	✓	8	✓	✓	Standard*	30,000 e-mails (3 set-ups) Students / Counsellors / Parents		
<input type="checkbox"/> <b>PAY-PER-LEAD</b> \$20 / LEAD	2	✓	✓	✓			✓				

\* You can substitute a Virtual Campus e-Tour with a 5,000 (1 set-up) e-mail campaign.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

School name: \_\_\_\_\_

Phone number: \_\_\_\_\_ P.O. #: \_\_\_\_\_

E-mail: \_\_\_\_\_ Signature: \_\_\_\_\_

**SUBTOTAL** -----

**DISCOUNTS:**

Existing SchoolFinder.com clients 5% -----

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

Sign on before March 31, 2007 5% -----

**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.



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**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™.

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**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!™.

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**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 of links to your home page and other WebLinks™. You can export your student leads to a local database using Export Me!™.

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**Newsletter Announcements** – 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 thousands of students, counsellors and parents every month.

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**Web Adlets** – 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.

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**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.

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**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.

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**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. You may substitute an e-mail campaign to 5,000 students, counsellors and parents for your Virtual Campus e-Tour™.

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**Targeted E-mail Campaign – Open House/Overseas Announcement** – Promoting your open house or overseas announcement is important and can cost thousands of dollars through traditional media. Using our database of thousands of prospective students, counsellors and parents, we can help you promote your school anywhere in Canada or the world. Includes e-mail creative, landing page, name collection form and tracking.

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**Targeted E-mail Campaign – Program Announcement** – Promoting a specific program is easy using our database of thousands of prospective students. With over 600 fields of study to choose from, we can help you target the right prospects. Includes e-mail creative, landing page, name collection form and tracking.

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**Targeted E-mail Campaign – Survey Campaign** – Online surveys are a great way to find out what students are thinking. Includes e-mail creative, survey form and tracking.

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**Pay-Per-Lead Package** – Pay-Per-Lead allows you to pay as you go. You pay \$20 for each lead that is generated. We provide monthly reports and you are invoiced on a monthly basis.