



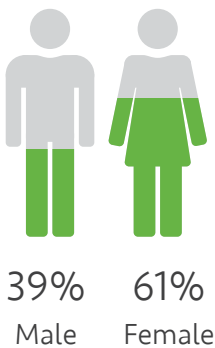
REACH OVER 630,000 PROSPECTIVE STUDENTS ACTIVELY SEARCHING FOR GRADUATE PROGRAMS EACH MONTH

- **HIGH USER INTENT TRAFFIC:** Comprised of organic search and high performing market sources
- **PRIME SEARCH ENGINE VISIBILITY:** GradSchools.com ranks on page 1 of major search engines for over 23,000 graduate-related key words
- **LARGE UNIQUE USER BASE:** Over 630,000 unique visitors per month
- **A GROWING POOL OF NEW PROSPECTS:** 79% of visitors to the site are fresh eyes seeking graduate opportunities
- **LOW BOUNCE RATES:** Attract engaged prospects who are strongly considering graduate opportunities prior to requesting information

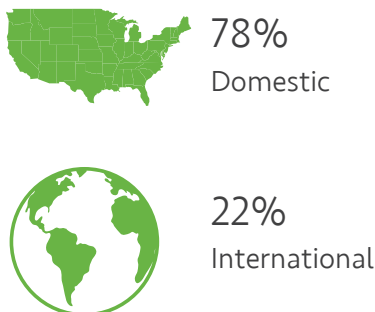
For over a decade, our certified marketing experts have generated hundreds of thousands of student prospects annually, and over 15,000 new enrollments per year for over 900 institutions across the globe.

GRADSCHOOLS.COM STUDENTS AT A GLANCE

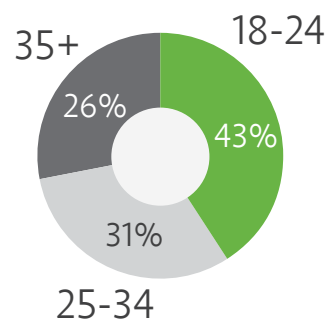
GENDER



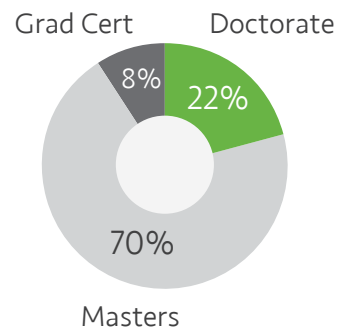
TRAFFIC



AGE GROUPS



DEGREES



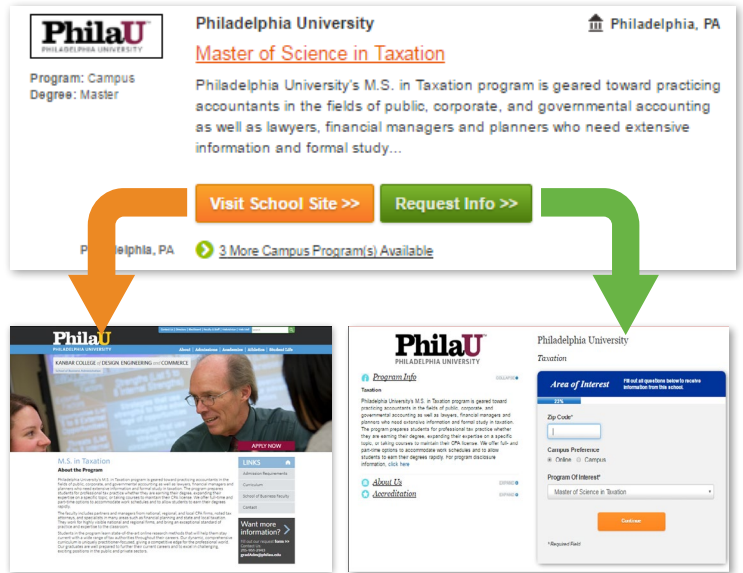
ATTRACT AND ENROLL STUDENTS THROUGH HIGH-QUALITY ORGANIC TRAFFIC ON GRADSCHOOLS.COM

FEATURED LISTING CAMPAIGNS

Boosted visibility on search results pages with logos and preferred positioning above free listings

LEAD CAMPAIGNS: Receive full contact information on prospective students, delivered in real-time directly into your CRM or via email

CLICK/LEAD CAMPAIGNS: Students have the option to click through to your school landing page, or fill out an inquiry form



BRANDING OPPORTUNITIES

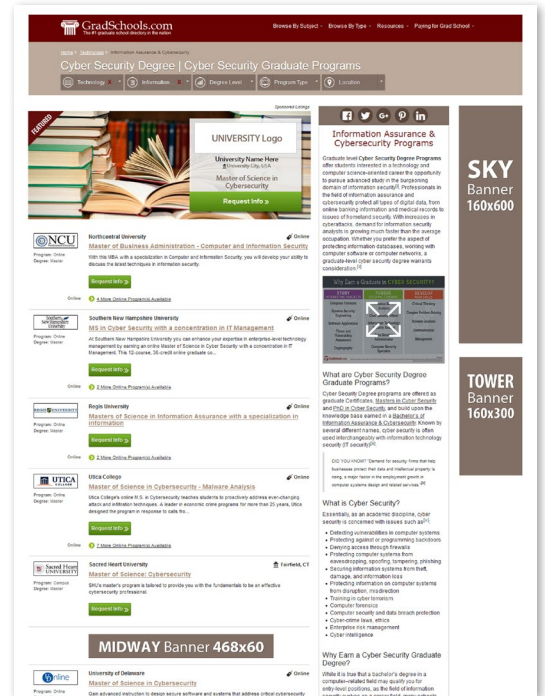
Grow stand-alone brand visibility in a very competitive graduate landscape with fully responsive, mobile-friendly ads

DISPLAY ADS: Strengthen your brand with ads on homepage and program listing pages

FEATURED GRADUATE PROFILES: Drive leads and clicks to customized, content-rich branded landing pages

EMAIL SOLUTIONS: Send a custom designed email to engage with your target audience

E-NEWSLETTER: Sponsor monthly co-branded e-newsletter mailed to opt-in subscribers



To learn more about how EducationDynamics can help your institution meet its recruitment and enrollment goals, contact:

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