FLAT-FEE CAMPAIGNS

With a flat-fee campaign, you are able to engage with students interested in your program while driving traffic to your site.

Hot Button Listings allow you to link students directly to your program's website via a logo placed with your listing. This allows an opportunity for branding as well as connecting students to your programs. These programs appear in the 2nd tier of the page, directly under our performance-based tier.

Standard Listings allow you to link students directly to your program's website via a text link from your listing. These programs appear in the 3rd tier of the page; under the hot button linked programs but above the free listings.

DISPLAY ADVERTISING

Display advertising is available for interested institutions as an added benefit to increase brand awareness and exposure. Banners can be displayed on subject, program type and/or location portals.

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.

EMAIL CAMPAIGNS

Advertising in our newsletters and broadcasts helps you reach 100,000+ engaged and interested students. On average, we have a 99% deliverability rate and a 6.1% open rate.

- **StudyAbroad.com Express**, the premier study abroad newsletter, is an innovative marketing vehicle. It includes time-sensitive announcements with program information and deadlines, special offers, study abroad events, and related services. Express is e-mailed to all 100,000+ subscribers two Tuesdays a month.

- **Broadcast Message Service** deployments allow you to contact our entire list of 100,000+ students using your exclusive freestanding study abroad announcement. We're able to target the send to the demographics that best fulfill your recruitment needs. This service is limited to four messages per month and is available on a first-come, first-served basis.

HOW WE SUPPORT YOU

With a **Cost Per Lead (CPL) campaign** you pay for the leads you receive. We create landing pages/lead forms with qualifying fields where we collect student information for you and pass it on in the form of a lead, in real time. Because of this middle step you only get pre-qualified leads sent to you. This type of advertisement allows for the highest return on investment with the lowest amount of risk. These programs receive premium visibility and targeted marketing and appear in the 1st tier of the page.