

# abroad101.com

## STUDY ABROAD REVIEWS

### Advertising on StudyAbroad101.com

*Web traffic to Abroad101 is over 85% domestic and more than half comes directly from American college and university campuses - our primary target audience.*

*Abroad101 was the first and is the largest review site for study abroad and currently has over 24,000 student reviews of 4,000 programs.*

*Abroad101 generates the vast majority of its reviews in partnership with universities who use Abroad101 as program evaluation software.*

## FAST. FREE. EASY.

**Students today want authenticated information.  
Reviews guide many of their decisions and study abroad is no exception.**



Students and their parents turn to the testimonials on Abroad101 to gain insight from past study abroad participants and validate their decision-making. Abroad101 adds a dynamic new form of content to the classic directory format to give students and advisors a powerful tool to guide their search for the ideal experience abroad.

Abroad101 is the first and largest study abroad website designed to help students, parents and advisors get the most out of international

education. Inspired as the Trip Advisor® for Study Abroad, Abroad101 has grown to become a guide to research recommended programs, learn about destinations and find additional options. Advertising on Abroad101 is a cost-effective way to raise the visibility of programs, generate more inquiries, improve conversions and energize your Social Media.

## WWW.STUDYABROAD101.COM - ADVERTISING GUIDE 2015

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www.studyabroad101.com



## Overview (or FREE SERVICES)

With more than 23,000 reviews of 4,000 programs and a directory of many more, Abroad101 is a trusted source of study abroad information. Students, parents and advisors use the site to become more comfortable with study abroad and, to explore and research the many options.

Abroad101 offers a full-suite of marketing and promotion around reviews for every budget, from free directory listings to advanced campaigns that integrate with your Social Media, (after all, **REVIEWS ARE SOCIAL MEDIA**).

### For Free

#### Program Listings -

At the core of the directory system are landing page style Program Listings that link to student reviews and university pre-approved program lists. Offered to all programs, providers, and foreign universities, these directory entries are FREE and, maintained by the provider. The listings also allow photos, imbedded videos, and web links to enhance each program's presentation.

#### Inquiry Generation -

Each Program Listing has an eye catching inquiry form for prospective students to identify their level of interest. These get relayed to the provider by email and are stored in our 100% reliable and secure, online database. The inquiry results, which are also free, get amplified by Advertising.

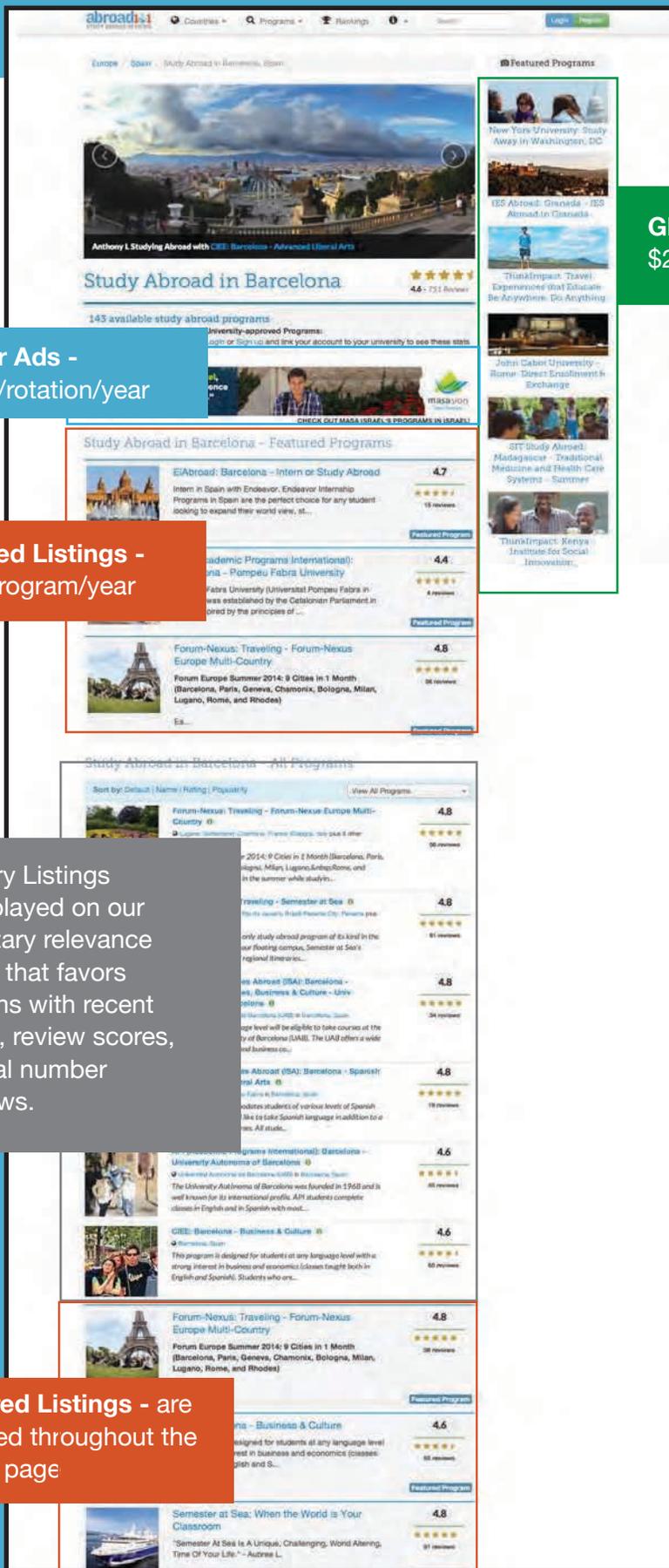
#### Review Management -

Reviews are our lifeblood and we want them to be yours, too! FREE for program providers, Abroad101 can be used as your review platform. Abroad101 can also serve as your program evaluation software, featuring an easy to use dashboard to invite students, see reviews and reports, and track university approvals. FREE widgets allow your program's review results to be highlighted in a badge style image for your web site as well as for your academic partners.

“As study abroad becomes integral to every college student's experience and more options are offered to students each year, a tool like Abroad101 helps guide both the student and his or her academic advisor...”

American Institute for Foreign Study,

## Ad Placement and Rates



**Banner Ads -**  
 \$1,000/rotation/year

**Featured Listings -**  
 \$500/program/year

Directory Listings are displayed on our proprietary relevance formula that favors programs with recent reviews, review scores, and total number of reviews.

**Featured Listings -** are repeated throughout the results page

**Global Rotation Ads -**  
 \$2,000/program/year

**Inquiries, conversions and program visibility are raised through advertising on Abroad101**

**"Fast - Effective - Easy"**

**Featured Listings**, which match by City, Country, and Subject Area Portals, live at the top of each directory on Abroad101. Ads link to the Program Listing Page.

**Display Advertising** (Global Rotation Ads, Banner Ads) appears randomly in run-of-site rotation. Ads can link to a Program Listing or link to another site and can feature individual programs, sets of programs, or a single ad for all provider programs.

Packages and volume discounts are available. Services sold on an annual basis with pro-rated service plans are also available.

For more information, please contact:

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### ADDED BENEFITS OF ADVERTISING:

- Ability to get leads and reviews through automated API downloads
- Extra Student Leads, hand-matched inquiries from general inquiries and house ads
- Review excerpts of best student reviews posted on Abroad101's Twitter feed and highlighted on Abroad101's other Social Media (Facebook, Instagram, Pinterest)
- Student photo inclusion in top of page photo array, program highlights in annual ranking destination categories

## How we reach our Target Audience - American College Students:



Follow us:

- [facebook.com/Abroad101](https://facebook.com/Abroad101)
- [twitter.com/studyabroad101](https://twitter.com/studyabroad101)
- [pinterest.com/studyabroad101](https://pinterest.com/studyabroad101)
- [instagram.com/studyabroad101/](https://instagram.com/studyabroad101/)

### Online:

**Search Engines** love review websites and Abroad101's early adoption of the review phenomenon has helped us earn high visibility on all the major search engines. Add the word "review" to any search term and see the difference.

**Social Media** – Reviews themselves are a form of social media driven by students, advisors, and others interested in study abroad. Abroad101 is one of the most active forces in the field, syndicating reviews and pushing the most dynamic part of the site into social media networks.

**The Study Abroad Advantage** was started by Abroad101 and has grown to help returning students leverage their time abroad into jump starting their careers. The Study Abroad Advantage includes a LinkedIn Group designed to turn their reviews into competitive advantages with employers.

### Through Parents/Media:

Abroad101's ability to compile scores and create indexes draws Internet interest. Abroad101's annual Study Abroad Rankings draws significant media attention each spring and lasts through the year with subsequent reporting from the likes of USA Today, Huffington Post and others. An estimated 25% of all Abroad101 viewers are parents.

### Through Advisors:

Through a well-developed list of academic advisors, Abroad101 gives tools to universities to better guide students. Whether through providing pre-approved program lists - or an outlet to find unique programs simply and quickly, Abroad101 understands that the most effective study abroad resource is the advisor who provides guidance and support to prospective students. With newsletters, blog postings, and other professional content (plus small promotional "thank you" gifts at conferences and re-entry events), we recognize advisors as a key stakeholder in our formula for success.

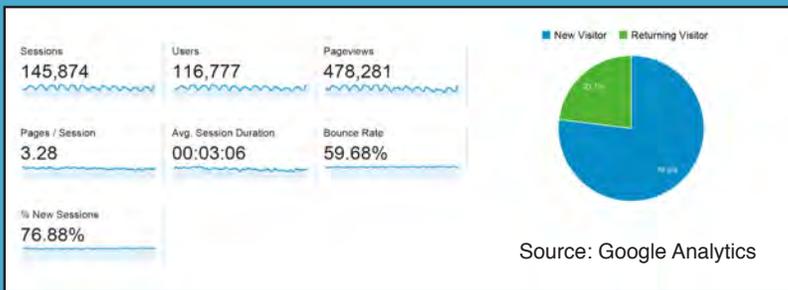
### On Campus:

When advisors are not present, Abroad101 looks to reach students on campus. Today our reach includes press releases to campus newspapers, advertising in college media outlets and soon, a return to campus postering – completing the circle!



## Web Traffic tells our Story:

Abroad101 has seen a steady rise in web site rankings. Strong time on site, low bounce rate and solid pages per visitor reflect an engaged audience.



Abroad101 is hitting its target audience as 70% of Abroad101's web traffic comes from the United States.

