



INTERNATIONAL
— STUDENT —

Media Kit

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Annual Site Visits

We serve 5 million international students who visit our site each year.



New Users

8,000 new user accounts are created on our site on a monthly basis.



Countries

Our site is accessed from over 200 countries and regions from around the world.



Email Database

We have over 350,000 opt-in subscribers to our email newsletter.

About Us

InternationalStudent.com is the premier resource for international students who are looking to study in the USA, Canada, Australia or the United Kingdom.

Our site contains a wealth of information that assists students with their decision making process, allows them to look for appropriate schools and provides them with a range of different products and services to help them in their quest of an education abroad.

Started in 1998, InternationalStudent.com is one of the oldest sites online and has developed through the years:

- * 1998 - Founded in Boston MA
- * 2004 - Launched Study USA Portal
- * 2005 - Launched \$4,000 Student Video Contest
- * 2006 - Launched Study USA School Directory
- * 2010 - Launched Study UK, Canada & Australia Portal
- * 2016 - Launched Study UK, Canada & Australia School Directory
- * 2020 - Launched Full Application Integration

InternationalStudent.com logo through the years:



1998-2002



2002-2013

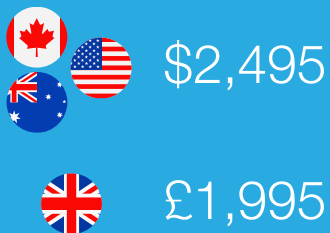


2013-2020

Featured Packages

Our annual featured school packages are the basis for our marketing efforts on our website. There are three to choose from, and you can select the plan level that works for you. You then have the option to add applications to each package, and a variety of other additional add-ons to tailor our marketing efforts to your needs:

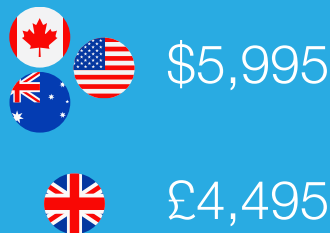
Silver



Silver plan base package:

- Account manager
- Enhanced school profile
- Top Listing
- Lead management
- Real-time lead delivery
- Monthly analytics report
- 200 leads guaranteed
- No lead cap

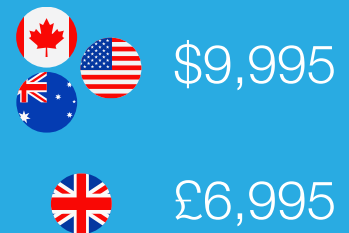
Gold



All "Silver" features plus:

- 6 Social media posts
- 2 Newsletter inclusions
- 2 Blog posts
- 1 Mid-month newsletters
- 1 Trigger email
- 1 Banner ad
- 400 leads guaranteed
- No lead cap

Diamond



All "Silver" features plus:

- 12 Social media posts
- 2 Newsletter inclusions
- 4 Blog posts
- 3 Mid month newsletters
- 2 Trigger emails
- 2 Banner ads
- 1 Standalone email blast
- 1 Customized auto-reply
- 600 leads guaranteed
- No lead cap

Application Add-On

Our application add-on allows you to receive applications for your programs, as opposed to just leads. We will integrate your full application into our site to allow students to begin the process right away. The add-on provides you with the following key benefits:



Enhanced
School Profile



Application
Dashboard
Management



Real-Time Lead
Delivery



Uncapped Leads



Customized
Auto-Reply



Monthly Analytics
Report

The annual cost to add this to your package is as follows:

	\$USD, \$AUD, \$CAD	£GBP
Guaranteed 40 applications	\$5,500	£3,885
Guaranteed 60 applications	\$6,000	£4,235
Guaranteed 80 applications	\$8,000	£6,650
Application Nurturing to Completion	\$4,000	£2,825

Additional Add-Ons

	\$USD, \$AUD, \$CAD	£GBP
Monthly Newsletter Featured in our monthly newsletter	\$1,495 per newsletter	£1,055 per newsletter
Featured Newsletter Promotion Featured in our mid-month school promotion newsletter	\$1,995 per newsletter	£1,400 per newsletter
Stand-Alone Email Send Customized email to our full list or customized targeting	\$4,995 per email send	£3,525 per email send
Trigger Emails Customized, automated emails sent to students	\$1,995 annually	£1,400 annually
Lead Nurturing Email Lead nurturing email once a lead is submitted	\$1,995 annually	£1,400 annually
Lead Nurturing Email Series Lead nurturing campaign with 5 customized emails once a lead is submitted	\$3,995 annually	£2,820 annually
Blog Post Additional feature in our international student blog	\$995 per post	£700 per post
Rotating Banner Ad Rotating banner ad on our site	\$1,495 annually	£1,055 annually
Social Media Posts One social media post per month on Facebook or Twitter	\$2,495 annually	£1,760 annually
Facebook Live Video Work with our team to come up with a topic and content and we will handle the promotion and marketing for the event	\$3,995 per video	£2,820 per video
Language Translation School profile translation into the language of your choice	\$995 per language	£700 per language
Additional Campus List an additional campus for your school.	\$995 annually	£700 annually
ESLDirectory.com Listing List your English Language Program on our sister site	\$995 annually	£700 annually
API Integration into CRM Leads delivered directly to your school's CRM	\$995 one-time fee	£700 one-time fee

Lead Generation

Our real-time leads include all the information you need to follow up with students quickly. The core pieces of information we collect includes:

Full Name	Email	Gender	Age
Phone Number	Mailing Address	Nationality	Degree Attained
Intended Field of Study	Degree Sought	Start Date	Inquiry Date

Our cost-per-lead model is perfect for colleges and universities that are looking for between 50 to 500 high quality leads per month. Tell us what student demographics you are looking to target and we can deliver real-time leads matching that profile.

Why are our leads best in class?

We generate high quality inquiries by promoting schools in a targeted manner on our website and through many other types of outbound marketing and visibility. The quality and quantity of our traffic is key to our success as:

1. Students find us organically.
2. Students are matched to your school by their individual preferences.
3. Students must proactively opt-in to receive details about your school.

We can promote schools to generate leads through a number of different marketing efforts, including but not limited to:

- A custom profile for your school
- “Featured Status” in the school search
- Banner ads
- Inclusion in the appropriate existing content sections
- Creation of content based on your school/program
- Blog Posts
- Newsletters
- Social Media
- Email marketing



Website Advertising

If you are looking for online web exposure to promote your school or brand to our international student community, our web advertising packages are an ideal way to achieve this. The traffic and inquiries that our site will provide are organic and exclusive to what you are offering, allowing you to convert prospects at a higher level.

We offer:

- Customized landing pages
- Banner placement
- Inclusion in site content sections
- Newsletter advertising
- Social media marketing
- Email marketing

Contact Us

For more information about any of the details listed in this media kit, or to receive a customized proposal, contact our team for further details:



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