



# the academic network



## REACH NEW STUDENTS

with The Academic Network education portals. Our education portals target individuals who seek a degree to further their career, earn a degree and become better students.

*We leverage our proprietary technology, partnerships, knowledge, and experience to provide the highest quality in educational service.*

## INTEGRATED MARKETING SOLUTIONS

The Academic Network is a full service online marketing engine comprised of a variety of effective large to medium vertical sites, portals and email publishers. We provide online and offline education companies with the targeted volume needed to generate motivated prospective students, resulting in ultra-fast ROI.

### ADVERTISERS

- ✓ Data-capture programs
- ✓ Superior campaign management and in-depth advertising measurement
- ✓ Network of handpicked publishers
- ✓ CPL market model
- ✓ Collect over 30 data points (geographic area, gender, age, income, and more...)
- ✓ Dynamically serve offers according to user interests and demographic

### PUBLISHERS

- ✓ Seamlessly serve education offers into your website
- ✓ Experienced and dedicated support staff  
Real-time online reporting
- ✓ High-performing exclusive offers
- ✓ Attractive deals with leading EDU advertisers
- ✓ Reliable and timely payments

## WEB PROPERTIES





the academic  
network

## HOW IT WORKS

Through a variety of online marketing strategies The Academic Network advertises banner, email and search engine ads. Respondents to the ads are then directed to one of The Academic Network sites. At these education portals, visitors can select the program that they are most interested in and complete their request by submitting their information to a school that matches their selected program.

## DRIVING TRAFFIC

An education portal is only as good as the schools it represents and the marketing that drives quality traffic to its pages. Only credible and established schools are invited to participate on The Academic Network. We provide complete integration to each advertiser's site, so that your quality content becomes the focus of the The Academic Network.



## We use various targeted media channels to drive traffic:

- Targeted Email Marketing to Opt-in Audiences who have self-selected education as their category of interest.
- Key Word Search Engine/Contextual Online Advertising on all major search engines-targeting specific business/franchise categories.
- Solo and Cooperative Direct Mail Programs specifically targeting prospective students seeking more information on schools that offer programs of their interest.

## A CPL MODEL THAT WORKS FOR ADVERTISERS

The Academic Network delivers leads on a Cost Per Lead pricing system. You only pay for the qualified leads delivered directly to you.

