



THANK YOU for considering STUDENTSREVIEW as your partner in reaching and informing prospective students. At over four years old, with over 20,000 surveys and nearly 300,000 visitors per month, STUDENTSREVIEW has become an influential force in the prospective student market, rivaling that of more established providers.

STUDENTSREVIEW was founded early in April of 2000 with the idea that better informed prospective students will maximize their collegiate experiences – translating into a higher reputation both for the student and school, a greater personal success rate, and more frequent alumni giving.

That objective has proven to be a successful one, as many students – despite existing services and considerable effort on the part of schools – have found themselves relatively uninformed with regard to colleges or the college application process. For that reason, the information that STUDENTSREVIEW provides is under substantial demand, leading to an astonishing 150% growth rate yearly.

We have also been assisted by boosts in the last years from the Washington Post and Chicago Herald both of which recommended us as the most informative site for prospective students, and College Magazine®, which ranked us as the fourth most influential and meaningful college discovery and ranking system in the world.

Because STUDENTSREVIEW values the purity and integrity of its analyses and data, we have come to be trusted by students more than any other service. We intend to continue our tradition of integrity and hope to extend that trust to institutions as well.

In the last year:

68,000 booklets downloaded
240,000 school comparisons
29,000 brochure requests

2.6 Million visitors
8,500 visitors/day
40,000 pages/day

40% High School Students
36% Parents
24% Current College Students

The page that follows describes some of the services that we can currently provide to your school, in addition to the informational survey, which is completely free to fill out and update at any time.

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MARKETING LITERATURE & PHOTOS

Upload a photo and prospective student literature directly to appear on our website and in downloadable booklets.

8,500+ students use our website *daily* to read up on schools and perform comparisons. Help these students to learn about your school, and generate interest in what your institution has to offer!

Up to 2 pages of text with photo appear in downloadable booklets, helping prospectives obtain the right image from step 1.

- *Reach a wider audience.*
- *Easier for counselors and students; informative content all in one place.*
- *Cheaper than brochure mailings, value scales.*

Price: \$100/year

BROCHURE REQUESTS/LEAD FORWARDING

Though STUDENTSREVIEW, students directly request school brochures & information be sent to them. Your school can automatically receive and handle these requests with our forwarding service. Information collected includes gender, standardized test scores, high school, year of graduation, other schools selected, and the “similarity” level of the schools interested in.

- *Contact those already interested.*
- *Inform those not aware, but interested.*
- *Send hard information to HS guidance counselors.*

Price: \$150/year (or \$20/mo)

ATRACT MORE COMPETITIVE STUDENTS

STUDENTSREVIEW can assist in raising awareness for your school and attracting students from competing institutions.

Your school's profile is featured in downloadable booklets and in comparisons **with** other *select schools* as a “**Bonus**”. Similarly, your institution will be offered as a suggestion along with the *select school* in search results and on individual *select school* pages for the student to also consider.

Example:

If a student interested in BU downloads a booklet or looks at BU's profile, that student would also see the profile of Denver University.

- *Increase in targeted exposure*
- *Increase in competitive applications*
- *Perceptual change in “school class”*

Pricing based on *select school* “size”:

Size < 2,000 : \$100/year or \$50/6mo.

Size < 10,000 : \$250/year or \$125/6mo.

Size > 10,000 : \$500/year or \$250/6mo.

Some Existing Customers

Truman State University
University of Mary Washington
Northwood University
Indiana University of Pennsylvania
McIntosh College

...

All services can be set up automatically through our website:

<http://www.StudentsReview.com/univ/profile.php3>