



StudyinAustralia.com

Launched in 1999 StudyinAustralia.com is one of the oldest sources about Study in Australia. The site has been at the top of the search engines for over 8 years! Students know & trust the name StudyinAustralia.com with its simple navigation, search features and reliable, updated international education information.



FREE Web 2.0 Marketing: All advertising packages include **free submission** of your press release or article to 100's of popular Web 2.0 social networking websites like Facebook, Squidoo, MySpace, Digg, Del.icio.us with links direct to your website. [More details here.](#)



We offer 3 levels of advertising, including:

- **5 x Level 1:** Top of page site-wide profiles. (Maximum Exposure).
- **8 x Level 2:** Left hand side large square banners in each category section.
- **6 x Level 3:** Tile positions on the right hand side of each category section.

NOTE: Home page spots available which can be large/small tile, text ad, video ads.

NOTE: *Only 20 advertising positions available site wide over the 10-11 financial year.*

Level 1 Profile: AU\$7,995 PA

Your Logo / Advertisement

Dimensions: 920x80

Positions Available: 5 rotating site-wide evenly for 12 months (Only 3 left).

Based on our current levels of traffic, over 12 months you will receive approximately 300,000 impressions of your ad with an average click through rate of 5%, which translates into approximately 15,000 visitors to your website. If you advertised on Google Adwords with the keyword phrase "Study in Australia", the current bid is between \$0.56 - \$1.33 per click* to be in the top 3 positions on Google Adwords ([check on Google here](#)). Based on today's clicks (which are constantly rising) it would cost you around AUD \$1.00 per click (CPC) or approximately **AUD \$15,000 for 15,000 visitors.**

To find out more about our advertising & domain leasing services, please call our Advertising Manager:

James Karpisek on: 1300 662 619 option 2 **Mobile:** 0451 500 559 **Email:** james@higheredmarketing.com.au

HigherEdMarketing.com.au EDU Marketing Division of OutsourcingTo.Us Pty Ltd

Address: Suite 3/118 Church Street, Richmond Melbourne, Australia, 3122

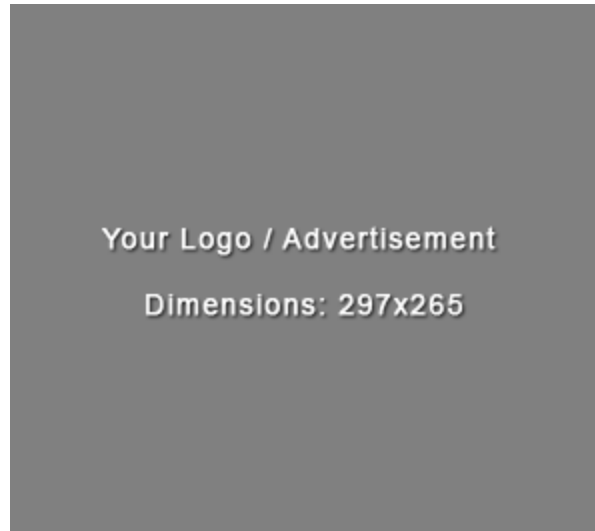
Phone: 1300 662 619 (Free Call AUS) **INT:** +61 3 8646 3000 **Fax:** +61 3 8621 6978 **A.B.N.:** 11 115 352 719

Level 2 Profile: AU\$4,995 PA

Positions Available: 1 major spot in each of the 8 directories for 12 months (Only 5 left). [Example](#)

Based on our current levels of traffic, over 12 months you will receive approximately 200,000 impressions with an average minimum click through rate of 5% which is approximately 10,000 visitors.

For example: If you advertised on Google Adwords with the keyword phrase: "Universities in Australia", the current bid to be in the top 3 positions is approximately AU\$0.85 cents per click ([check on Google here](#)), which industry experts anticipate will double over the coming financial year.



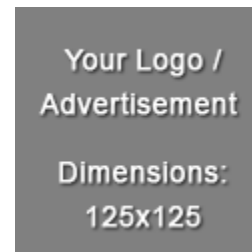
Adwords comparison: Based on today's click costs on Google Adwords (which are constantly rising) it would cost you approximately AUD \$8,300 for 10,000 visitors minimum using Adwords (Pay-Per-Click).

Level 3 Profile: AU\$1,995 PA

Positions Available: 6 large tile ads across all 8 directories for 12 months (Only 5 left).

Based on our current levels of traffic, over 12 months you will receive approximately 200,000 impressions with an average minimum click through rate of 3% which translates into approximately 6,000 visitors.

Adwords comparison: If you advertised on Google Adwords with the keyword phrase: "Study English Australia", the current bid to even be in the top 3 positions is approximately AU\$1.15 cents per click ([check on Google here](#)), which industry experts anticipate will double. **Bottom line:** Based on today's click costs on Google Adwords (which are constantly rising) it would cost you approximately AUD \$7,000 minimum for 6,000 visitors minimum.



All packages include:

Extra traffic above the stated amount is **FREE** and **UNLIMITED**.
Ads link directly to your institution's website which you can track with **Google Analytics**.
All campaigns include a dedicated "Web 2.0" landing page or direct link to your website.
All campaigns include submission of your press release or article to 100's of Web2.0 sites.

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Advertising Campaigns: StudyinAustralia.com

LEVEL 1 PROFILE
Profile Page
Direct Link
920x80

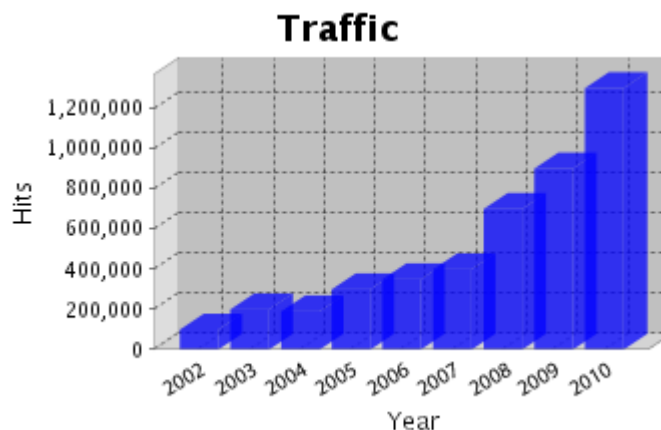
LEVEL 2 PROFILE
Profile Page
Direct Link
297x265

LEVEL 3 PROFILE
Profile Page
Direct Link
125x125

Other relevant domains you may lease include:

You may exclusively lease one of the following domains (and more) to promote your institution:

- LearnEnglishinAustralia.com
- StudyAbroadinAustralia.com
- StudyAustralia.com
- LearnAustralia.com
- CollegesinAustralia.com
- AustralianUniversities.net
- FoodSchools.com
- StudyIT.com
- StudyCommerce.com
- StudyHospitality.com
- StudyLanguages.com
- StudyIELTS.com
- Online-Degree.com



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Order Form:

Listing Prices: all prices are in Australian Dollars (AUD)

Directory	Annual Rate
Level 1 - Top Profile Campaign (920x80)	\$ 7,995 PA <input type="checkbox"/>
Level 2 - Directory Feature Campaign (297x265)	\$ 4,995 PA <input type="checkbox"/>
Level 3 - Category Feature Campaign (125x125)	\$ 1,995 PA <input type="checkbox"/>

Advertising campaigns on StudyinAustralia.com are one full year in duration and are suitable for: TAFE Colleges, MBA Programs, Study Abroad Programs, English Colleges , Vocational Education Programs, Online Learning Suppliers, Distance Education Providers and High School Programs.

Client Details:

Ad Campaign Type: _____

Full Name: _____

Company Name: _____

Position Held: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Authoritative Signature: _____ Date: _____

TO PROCEED, PLEASE COMPLETE & FAX THIS PAGE TO: 03 8621 6978

Terms and Conditions:

Bookings must be in 12 month blocks with all bookings paid for in full before placement. Positions can only be guaranteed if the bookings are paid for in advance. We may at our discretion refuse to accept advertisements for placement on StudyinAustralia.com if they do not meet our editorial guidelines. Refunds will not be given for cancellations. HigherEdMarketing.com.au reserves the right to change the prices and Terms and Conditions.

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