

College Prowler 2010 Media Kit

Updated August 2010

Banner Advertising

College Prowler offers 3 different ad units for banner advertising.

| Ad Spot | Monthly Volume | CTR | Base CPM |
|---------------------------------------|-------------------------|------|----------|
| 300 x 250 premium, above the fold | 6 million impressions | .07% | \$7 |
| 300 x 250 in-context, below the fold | 3.5 million impressions | .09% | \$7 |
| 728 x 90 leaderboard, top of the page | 7 million impressions | .04% | \$5 |

Student Leads

Each month we generate more than 30,000 opt-in leads consisting of both prospective college students and current college students. Relevant partners can purchase these leads in real-time or tap into our database of more than 350,000 leads. These leads can be used in your own phone, email, and direct mail campaigns.

| Year in School (2010-11 School Year) | New Monthly Volume | Entire Database |
|---|--------------------|-----------------|
| HS Freshman | 75 | 350 |
| HS Sophomore | 600 | 3,000 |
| HS Junior | 2,000 | 8,000 |
| HS Senior | 16,000 | 40,000 |
| In College | 7,500 | 250,000 |
| Adult Learner | 4,000 | 50,000 |
| Total | 30,000 | 350,000 |

Information We Collect

- Gender
- Birthdate
- Name
- Mailing address
- Phone #
- Email address
- High school graduation year
- Top college choice/Current college
- Intended/declared major
- Intended/proposed career
- Ethnicity

Email Campaigns

College Prowler can email our users on your behalf on a cost per email or cost per action basis and can target a subset of users based on geographic region, year in school, current school or top college choice, student type (traditional versus non-traditional), major, age, and more.

| Year in School | New Monthly Volume | Entire Database |
|----------------|--------------------|-----------------|
| HS Freshman | 300 | 1,300 |
| HS Sophomore | 1,200 | 12,000 |
| HS Junior | 3,000 | 25,000 |
| HS Senior | 21,000 | 100,000 |
| In College | 12,000 | 270,000 |
| Adult Learner | 4,000 | 70,000 |
| Parent | 1,000 | 12,000 |
| Total | 42,500 | 500,000 |

Contact us for a Quote:

Volume and pricing will vary depending on your campaign and targeting. For more information or to discuss a deeper partnership, please contact:

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