

College Prowler 2012 Media Kit

College Prowler Overview

Collegeprowler.com is the largest student review website with more than 300,000 student reviews and coverage on 7,000+ schools. Students can read in-depth school reviews, get school recommendations, explore majors, and get matched to more than 3.2 million scholarships - all for free.

Banner Advertising

College Prowler offers four different ad units for banner advertising. Ads can be targeted based on geographic region or school interest.

Ad Spot	Monthly Volume	CTR	CPM
300 x 250 above the fold	6 million impressions	0.07% - 0.20%	\$10
300 x 250 in-context	3.5 million impressions	0.07% - 0.20%	\$10
160 x 600 above the fold	1.5 million impressions	0.07% - 0.20%	\$10
728 x 90 leaderboard	9 million impressions	0.05% - 0.10%	\$7
20 Million Total Monthly Ad Impressions			

Contact us for a Quote:

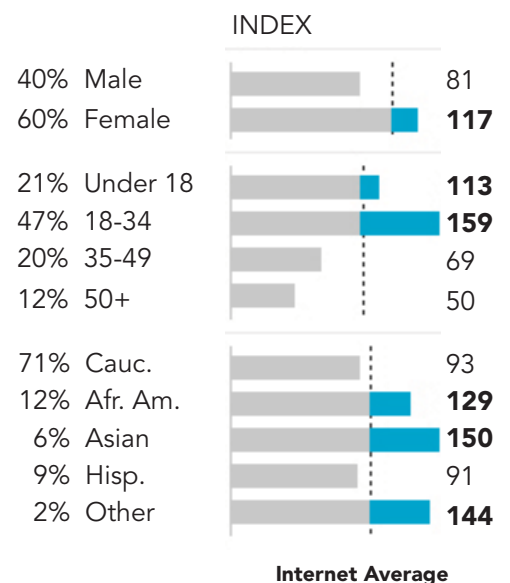
Volume and pricing will vary depending on your campaign and targeting. For more information, please contact:

advertise@collegeprowler.com
412.361.5084

Traffic Overview

Each month more than 1,000,000 students visit Collegeprowler.com to research schools and scholarships. Our traffic consists of high school students, current college students, graduate students, parents, and adult learners.

Traffic Demographics



Performance Marketing

College Prowler offers a variety of ROI-focused marketing opportunities including lead generation, coregistration offers, interstitials, cost-per-action linkouts, and cost per click campaigns.

Every year, we run dozens of performance marketing campaigns to drive site registrations, new leads, facebook likes, email signups, and more for our partners. We can uniquely target our users based on their demographics, current/prospective school, major, year in school, and geographic region with targeted site placements and email marketing campaigns.

* Demographics according to Quantcast, December 2011