

# abroad101.com

## STUDY ABROAD REVIEWS

### Advertising on the new StudyAbroad101.com

As you may have heard, Abroad101 is under new leadership. We are experienced professionals with strong backgrounds in online advertising, Internet marketing and higher education. Abroad101 has the largest collection of studyabroad reviews, the most current directory of program listings and an active base of international education advisors.

Students today want information that is authenticated. Reviews guide many of their decisions and study abroad is no exception. Students and their parents increasingly turn to the testimonials on Abroad101 to gain insight from past study abroad participants for validation in their decision-making. Abroad101 adds this dynamic new form of content to the classic directory format to give students and advisors a powerful tool to guide their search for the ideal experience abroad.



### FAST. FREE. EASY.

*Web traffic to Abroad101 is over 70% domestic and almost half comes directly from American college and university campuses - our primary target audience.*

*Abroad101 was the first and is the largest review site for study abroad and currently has over 20,000 student reviews of 3,800 programs.*

*Abroad 101 grew from one partnership at Tufts University in 2007 to more than 215 college partnerships today.*

### WWW.STUDYABROAD101.COM - ADVERTISING GUIDE 2014

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www.studyabroad101.com



## Overview

With more than 20,000 reviews of 3,800 programs, Abroad101 is the leading student review site for study abroad programs. It provides a free service for universities and students to rate, review and rank their experiences abroad. Abroad101 grew from one partnership at Tufts University in 2007 to more than 215 college partnerships today.

## For Providers

**Abroad101** is an attractive and effective way for study abroad, volunteer and internship providers to promote their programs.

**Free Listings** - At the core of the directory system are landing page style Free Listings that tie to student reviews and pre-approved program lists. Free Listings allow photos and videos to enhance program's first impression.

**Inquiry Management** - Prospective students identify programs of interest and these inquiries are delivered to providers plus are stored in our 100% reliable, secure, online database. Logins allow access to inquiry archives, listings and reports.

**Review Management** - Providers can also invite students to leave reviews to help draw attention to their programs and improve their position in search results.

**Cost-effective Advertising** - Programs can stand out in the featured programs section of each page, enhancing a provider's ability to generate inquiries and increase student awareness.

“As study abroad becomes integral to every college student's experience and more options are offered to students each year, a tool like Abroad101 helps guide both the student and his or her academic advisor,... We are now able to demonstrate our excellent student outcomes to universities, which has been a very effective tool for us. I look forward to working with the new Abroad101 team.”

American Institute for Foreign Study,

The screenshot displays the Abroad101 website interface. At the top, there's a navigation bar with links for Countries, Programs, Rankings, and a search bar. The main header features a large banner with the text "Discover your dream study abroad destination." and a search filter for "Destination Country" and "Destination City". Below this, a section titled "Finding the Perfect Location" highlights "Gold Coast, Australia" with a 5-star rating. The listing includes a "Top Programs" table, a "What Students Are Saying" section with user testimonials, and a "Featured Programs" section. The "Gold Coast, Australia" listing also features a "The Inside Scoop" section with a photo of students and a "Recent Reviews" section. The bottom of the page includes logos for various media outlets like The New York Times, The Guardian, and Forbes, and a footer with social media links and a "Contact Us" button.

## Ad Placement and Rates

**Banner Ads -**  
\$1,000/rotation/year

**Featured Listings -**  
\$500/program/year

For program providers  
"Fast – Free – Easy"  
is our goal as Free Listings  
will always be available  
for everyone.

**Featured Listings -** are  
repeated throughout the  
results page

The screenshot displays the Abroad101 website interface. At the top, there's a navigation bar with 'Countries', 'Programs', 'Ratings', and a search bar. The main content area is titled 'Study Abroad in Barcelona' and features a large banner image of a cityscape. Below the banner, there's a section for '143 available study abroad programs' and a 'Featured Programs' section. The 'Featured Programs' section includes three listings: 'EUROPE: Barcelona - Intern or Study Abroad', 'API (Academic Programs International) Barcelona - Pompeu Fabra University', and 'Forum-Nexus: Traveling - Forum-Nexus Europe Multi-Country'. Below this, there's a section for 'All Programs' which lists various programs like 'Forum-Nexus: Traveling - Forum-Nexus Europe Multi-Country', 'Semester at Sea: Traveling - Semester at Sea', 'International Studies Abroad (ISA) Barcelona - International Studies, Business & Culture', 'API (Academic Programs International) Barcelona - University Autònoma de Barcelona', 'CEE Barcelona - Business & Culture', and 'Semester at Sea: When the World is Your Classroom'. Each listing includes a thumbnail image, a title, a brief description, a rating, and a 'View Program' button.

**Global Rotation Ads -**  
\$2,000/program/year

For those who seek extra exposure through advertising and sponsorships, we pledge to make the experience **"Fast – Effective – Easy."**

Discounts will be offered based on your annual advertising expenditure:

As a bonus, extra featured advertising on the advisors portal, and additional high profile positions across the site and supporting network will be offered at no charge to our biggest advertisers.

For more information, please contact:

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## Student Reviews / Program Pages

The screenshot displays the Abroad101 website interface for the API (Academic Programs International) Barcelona - University Autònoma de Barcelona program. The page layout includes a top navigation bar with links for Courses, Programs, Rankings, and Search. The main content area features a 'Request Info' form with fields for Name and Email, and a 'Submit Request' button. Below the form is a section titled 'All Reviews' showing several student testimonials with star ratings and text. A sidebar on the right lists 'Featured Programs' with small images and descriptions. The bottom of the page has a footer with social media links and a 'Log In' button.

**All these services are offered at no charge in exchange for our ability to publish the student reviews and promote study abroad.**

### Free For Students

Future study abroad students are drawn to **Abroad101** for the reviews from returning students. Using the popular 5 star scale, individual reviews provide a total rating, which are then averaged and displayed in directories. Review details give ratings on all aspects of the program. This insight can be reassuring to students and help them not only pick a program, but feel comfortable in their choices. For parents, the reviews provide a level of comfort about the provider, the destination and study abroad in general.

### Free For Advisors

**Easy Invitation Management** – One click or copy/paste to upload student names, then **Abroad101** takes care of the rest. Our system sends the first invitation, reminders when needed and gives advisors the option of requiring or making reviews optional.

**No More Paper Evaluation Forms** – **Abroad101's** computerized system allows advisors to consolidate all necessary reporting in one, cloud-based system, no software installation necessary.

**Performance Reporting** – A customized login with **Abroad101** gives advisors the ability to view results and to present summary reports. Reports compare student performance by city, provider and against all universities.

**Common and Custom Survey Questions** – In addition to the common set of survey questions, advisors have the option of adding custom questions to help monitor their service, outcomes and student satisfaction.

**Review Management** – Advisors have the ability to approve or disapprove reviews, adding quality control to the publishing process.

**Pre-Approved Program Lists** – Advisors can easily manage a list of programs most oriented to their students from the most comprehensive directory in the field, then publish it for the benefit of future students.

**Draw More Students Abroad** – Reviews are listed both by program and by home (sending) institution so future students can see the success of their peers. Links to this page or use of the **Abroad101** "widget" website plug-in will help future students feel more at ease with going abroad.

## How we reach our Target Audience - American College Students:



Follow us:

facebook.com/Abroad101  
twitter.com/studyabroad101  
pinterest.com/studyabroad101

### Online:

**Abroad101** has an active social media presence on Facebook, Twitter and now Pinterest. We don't just advertise on these outlets, we carefully hone our message to cater to the usage of students in this media - from keyword driven posts on Facebook and photo galleries on Pinterest. **Abroad101** is designed to do well on search engines, especially on high converting, focused keyword phrases (4-5 words) that include city, host university and coming soon, academic subject area.

### Through Parents/Media:

**Abroad101's** ability to compile scores and create indexes prompted a very popular BuzzFeed posting in early 2014. Look for a steady stream of similar events like this to follow. The third annual **Study Abroad Rankings** by **Abroad101** drew significant media attention and subsequent reporting from the likes of USA Today, Huffington Post and others. **Abroad101** was an exhibitor at the Women in Travel Summit and garners continued coverage in online travel publications.

### Through Advisors:

Through a well developed list of academic advisors, **Abroad101** gives tools to advisors to better guide students. Whether it be pre-approved program lists or simply an outlet to quickly find unique programs, **Abroad101** understands that the most effective resource in study abroad is the advisor who provides guidance and support to prospective students. With newsletters, blog postings and other professional content plus small promotional "thank you" gifts, we look to advisors as a key stakeholder in our formula for success.

### On Campus:

Where advisors aren't present, **Abroad101** looks to reach students on campus. Today our reach includes press releases to campus newspapers, advertising in college media outlets and soon, a return to campus poster - completing the circle!

## Web Traffic tells our Story:

**Abroad101** has seen a steady rise in web site rankings

Source  
Amazon.com's Alexa



Strong time on site, low bounce rate and solid pages per visitor reflect and engaged audience.

Source Source:  
Google Analytics



**Abroad101** is hitting its target audience as 70% of **Abroad101's** web traffic comes from the United States.

Source Source:  
Google Analytics

