

The Peterson's Advantage

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Recruit Qualified Applicants

Schools like yours are rethinking

their marketing & recruitment strategy.

Your recruitment strategy needs to remain relevant in this ever-changing landscape. With multiple ways for students to research schools, the marketplace is even more competitive.

The ability to adapt to the way students consume information, while not losing focus of your goals, will define your success.

83% of schools surveyed by Peterson's said that **traditional marketing methods alone are no longer enough** to meet enrollment goals.

What is Peterson's?

For nearly 50 years, **Peterson's** has been the leader in higher Education planning and search, trusted by guidance counselors, students, parents, and working professionals.

Our Audience:

5 million
students per year visit
Petersons.com

18 million
pageviews per year

70% of students
find us organically
through search engines

Recruit Qualified Students – Easily and Affordably

As a trusted partner to over **a thousand educational institutions**, Peterson's delivers prospective students to our clients helping schools to:

Access Highly-Qualified Students

Bolster Brand Awareness & Affinity

Drive Traffic to Their Website

How We Do It – The Peterson's Difference

Thousands of schools choose Peterson's because we:

- Are a consistently **top-ranking college search site on Google**
- Routinely introduce innovative tools and enhanced features **based on student feedback**
- **Deliver highly qualified traffic to your site** through interactive profiles
- **Drive student engagement through the social media channels** students visit daily – Facebook, Twitter, YouTube – as well as interactive campus photo tours
- Provide a full-service, dedicated customer service team that guides you on how to **maximize your ROI**

Easy Setup, Exceptional Outcome

The Premium Profile Advantage

- 12 months of unlimited clicks, views, & inquiries
- Monthly reporting to help you track campaign performance
- Premier promotional placement that ensures your school's visibility in highly-trafficked areas within Petersons.com
- Increased visibility in search results
- Social media integration that drives students to your Facebook and Twitter pages and YouTube channel
- Direct links to your site, inquiry forms, and contact information



Customized programs available based on your school's needs and budget

Client Pages are Viewed
4x More
than Non-clients'

Unlimited Photos
of Your Campus

Multiple School
Contact Links

Social Media
Integration



ADDITIONAL ADVERTISING OPPORTUNITIES

Student Connect

Peterson's lead delivery service helps you acquire high-quality candidates.

- The most targeted leads available (students who want more information about yours or a competing school)
- A robust selection of demographic and school preference information from which to select leads
- Frequent delivery options ensure you're getting the newest leads as they're available
- Flexible delivery options and a competitive CPL



Display Advertising

Reaching Students across Petersons.com

- Surround prospective students with your message on Petersons.com's most highly trafficked pages. Placements include our home page, College and Graduate landing pages, articles, and test prep resources
- Use banner ads to generate buzz for time sensitive events such as open houses and application deadlines
- Target students geographically to deliver your message to the most relevant audience

The screenshot displays a webpage with several articles on the left and a list of schools on the right. A banner ad for The University of the Arts is highlighted with an orange box. The ad features the text: "UArts. Creativity Propelled.", "Learn how to make your creativity unstoppable", and "The University of the Arts in Philadelphia".

Articles on the left include: "All Graduate School Admission & Requirements Info", "MBA Admission: 3 Tips for Your MBA Admission Essays", "MBA Admissions Deadline Infographic", "MBA Admission: Putting Your Application Together", "MBA Admission: Why Your MBA Essays Are Important", "MBA Admission: Tips on Applying", "MBA Admission: Choosing a School", and "MBA Admission: What Schools Really Look For".

Schools listed on the right include: Loyola Marymount University, Loyola, California; Adelphi University, Garden City, New York; Quinnipiac University, Hamden, Connecticut; Clarkson University, Potsdam, New York; McCallum Graduate School of Business, Bentley University, Waltham, Massachusetts; College of Business, South University, Savannah, Georgia; and Program in Business Administration, South University, Virginia Beach, Virginia.

At the bottom of the page, there are two small boxes: "EssayEdge" (Analyze essays, get feedback & critique your personal statement in as little as 24hrs) and "Peterson's Insider" (Free access to choosing the best schools, test preparation, career planning and more). A "SIGN UP NOW" button is also visible.

The banner ad for the Institute for Biomedical Sciences at The George Washington University features the text: "THE GEORGE WASHINGTON UNIVERSITY", "Institute for Biomedical Sciences", and "An interdisciplinary program dedicated to providing state-of-the-art Ph.D. training for biomedical scientists". The ad includes an image of a person working in a laboratory.

Peterson's Print Publications

A Multimedia Approach

- Expand your scale and reach to capture the widest audience available by combining the power of Petersons.com and Peterson's publications
- A mainstay in guidance counselor offices and libraries for over 40 years, the Peterson's guides have been a trusted resource in helping prospective students research higher education options

