

THE WEB PORTAL ABOUT INTERNATIONAL EDUCATION



GENERAL INFO:

www.studyabroad.bg is the most popular web portal about education in Bulgaria.

Our goal is to present up to date and complete information about education abroad on different levels - High School, Bachelor, Master & MBA.

Our mission is to enable universities to market themselves effectively while bringing variety of study opportunities available worldwide.

FAST FACTS:

Guaranteed daily impressions: 3000
Guaranteed monthly impressions: 80 000
Unique visitors/ month: 40 000

RATE CARD:

	Banner Dimensions	Placement	Guaranteed Daily Impressions	Unique Daily Users	Price /1000 impressions
Standard Banner Formats					
1.	Page branding 1800 x 1200	Title page	2 000	800	€ 30,00
1.	Page branding 1800 x 1200	All pages	3 500	1 500	€ 40,00
2.	940 x 220 position	All pages	3 500	1 500	€ 20,00
3.	300 x 250 position	Title Page	1 500	800	€ 15,00
4.	300 x 600 position	Inner Page /alongside article/	2 500	1 000	€ 15,00
5.	970 x 90 position	All pages /between categories/	2 000	1 500	€ 10,00
6.	728 x 90 position	All pages /between categories/	2 000	1 500	€ 10,00
Digital Content					
7.	PR article/advertorial			5 000	€ 149,00
8.	Profile educational institution	annual		2 000	€ 149,00
9.	Featured/recommended profile	monthly		5 000	€ 149,00
Other Digital Services					
10.	Direct mailing			2 000	€ 295,00
11.	Facebook promo post/ad			5 000	€ 50,00
12.	Monthly newsletter			15 000	€ 295,00
13.	Video content			5 000	€ 195,00



KEY BENEFITS

Students first	Our information helps students make better choices by offering comprehensive overview of all study options available
Analytics & ROI	Transparency and complete reports on clicks and conversions
Market insight	With over 10 years experience in the educational market, we provide insight on educational trends, students need, behaviour and expectations
Prestigious partners	Among our partners are the international British Council, French Institute, Teach for All, Embassies, International cultural institutions etc.

Online Service	What do you get?
Web banner campaign	
Targeted audience, interested in education abroad	Awareness – 100 % Interested students – 50 % Conversions – 20 % (clicks on your landing page)
PR article	
News/Advertorial/Interview	1000 clicks, prepared by our editors
Video content	
Videos from your university; student testimonials	Video team could be provided by studyabroad
Social media	
Facebook page	16 000 + fans
Facebook promo post/ad	Average reach of post – 3 000 people; Engagement rate 4 %
Direct mailing	
Newsletter	15 000 students data base
Personal mail message	2000 selected students; 30 % open messages; 10 % clicks on the message
University profiles	
University profiles	Visibility among other universities from your country Visibility among other universities, offering the same course
Featured university	Listed ON TOP of University page Listed on all inside pages as recommended Reach 5 times more