

Why advertise with USJournal.com and our Multi-lingual Sister Sites?

- Online since 1996, we significantly improve our services each year; for details:
<http://www.USJournal.com/en/educators/sponsor.html> /
<http://www.USJournal.com/en/educators/newsletters/news0304.html> (*Frequently Asked Questions*)
- One purpose: We encourage non-U.S. students to learn more about U.S. higher education options
- Our satisfied clients consistently renew (and expand) their contracts with us; from calendar year 2008 to 2009 (when many campus budgets were shrinking), 83 percent of USJournal.com advertisers renewed
- We feature an exclusive list of campus clients (maximum of 100) who are fully accredited by an appropriate agency; for our current client list: <http://www.USJournal.com/en/students/help/map.php#sponsor>
- When you purchase a USJournal.com campaign in a language other than English, you *own* that professional translation, so you may use it or re-format it however you deem appropriate
- We complement our advertisers' overall international recruitment strategy; for example, we send invitations to specific subsets of students in our database who live in regions of the world where our advertisers visit

Driving qualified traffic to USJournal.com and our 17 sister sites

- Independent domain names for each language market allow us to optimize those sites for local search engines, and engage in site-specific marketing campaigns
- Cross promotions with education fair organizers around the world results in broad exposure:
<http://www.USJournal.com/en/students/info/fairs.html>
- Constantly emerging technologies allow us to target tech-savvy, affluent, and globally-mobile students and young executives in particular metropolitan regions around the world; for example, <http://www.USAcademics.com/> is solely dedicated to serving users who access the internet on handheld devices

Generating qualified inquiries for the campuses we represent

- Advertisers may customize their USJournal.com campaign in a number of ways:
 - Profile Page, with unlimited text and images
 - Academic Program Listing, with search-able concentrations and majors in a free-text field
 - Automated Response to inquiring students, directing them to your online application
 - Different forwarding e-addresses for different types of inquiries; for example, advertisers may direct all inquiries about their MBA program to one e-address, and all ESL inquiries to another e-address
 - Inquiries generated in a language other than English may also be automatically forwarded to a different e-address; for example, inquiries from <http://www.USAcademics-kr.com/> may be sent to an advertiser's agent in Seoul or Busan for immediate and personal follow-up
- Prospective students must specify the academic level and field of study they intend to pursue
- Prospective students must identify a specific campus that interests them, in order to proceed with the inquiry process; we do not simply collect names and disseminate them broadly to all of our advertisers
- Weekly, monthly or quarterly spreadsheets of inquiries are sent to each advertiser for cross-referencing with their list of students who enrolled for that cycle

USJournal.com Owner and Chief International Education Officer, Cheryl Darrup-Boychuck

- Network Leader of the Marketing and Recruiting Section within the Recruitment, Admissions and Preparation Knowledge Community of NAFSA: Association of International Educators, 2007-2010
- Regularly presents sessions and publishes articles about *eRecruitment* and *Measuring Return on Investment in International Student Recruitment* throughout the world, including *Voice of America's* global broadcasts

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