



AI Jamiat

Connecting Students and Universities

MEDIA KIT 2018

BOOST YOUR PRESENCE with prospective students—advertise with Al-Jamiat!

When marketing recruitment fairs to students in the Middle East, USEG promotes on Al-Jamiat.com.

Al-Jamiat.com is an online resource for international students who are intending to study at a university or college in the United States. We connect students with resources to universities, as well as tips on how to apply, and insight into student life. The website allows USEG to reach a broad audience of young attendees directly for an additional reach of the fairs.

Twice a year, Al-Jamiat organizes student recruitment fairs in the Middle East, North Africa, and Asia through their partnership with U.S. Education Group. We invite you to advertise with Al-Jamiat.com.



1,500 monthly website visitors



5,000 Facebook followers



Over 20,000 students attend fairs annually

Advertising

Options	Rate	Description
Small Banner	\$500 6 months	<p>SIZE: 225 x 225 pixels</p> <ul style="list-style-type: none"> • Rotates with other ads, in side bar of website, less intrusive but effective for branding as it will repeat • No Facebook or Instagram • Creative required – 1 square image
Large Banner	\$700 6 months	<p>SIZE: 1,060 x 400 pixels</p> <ul style="list-style-type: none"> • On landing page of website, rotates with other ads, has more space for creative and text • Purchasing large banner also gives you small banner placement (square in side widget) • Square banner will be featured on Facebook and Instagram linking to uni website • Creative required – 4 images (Large banner, Small banner, Facebook post, Instagram post)
Feature Post	\$1,200 Available upon request	<ul style="list-style-type: none"> • These are customizable blog posts between 400 – 800 words that will involve publishing an article about the university. Can be generic introduction or promoting special feature (arts program, English language center, dorms, etc) • Will link to university website, and receive 2 posts on Facebook and Instagram • Lifespan - permanent • Creative required – 4 images (2 for blog post, 2 for Facebook and Instagram)

Standard File Formats: .gif, .jpg

Looping/Animation: 3X looping max., 15 seconds / animation max.

Email artwork to: linda@usegtours.com



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