



STUDENTSREVIEW

The **FIRST** and **LARGEST** College Review, where Students do the Reviewing!

About STUDENTSREVIEW

Audience

Online Advertising

Ad Specifications

“ I am a senior in high school, and I think that your site is one of the **BEST** I have seen online. Since it isn't just the brochure perfect things you see from the school, I actually get a more realistic hold on what the colleges are like. As soon as I get into college, I am definitely doing a review for you guys, and I also recommended you to all my friends.

Keep up the amazing work!





About STUDENTSREVIEW

Changing the World

Starting in March of 2000, STUDENTSREVIEW changed the face of college admissions by being the first to provide college experiences and in-depth “satisfaction” reports at each school

Phenomenal Growth

Growing from a modest 100 visitors per day in 2000 to a spectacular **20,000** visit/day in April of 2007

Currently

STUDENTSREVIEW is the largest source of free information for prospective college students.

Has 50,000 in-depth reviews covering over **3,100** schools

Visited by more than **4.5 Million** students and parents in 2006

StudentsReview estimates that **Over 50%** of current prospective students have visited and used STUDENTSREVIEW to find the college of their choice



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STUDENTSREVIEW Founder
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Advertising Info

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“full of youthful insider advice”

– Washington Post

STUDENTSREVIEW Visitors are **WEALTHIER** than the internet average.

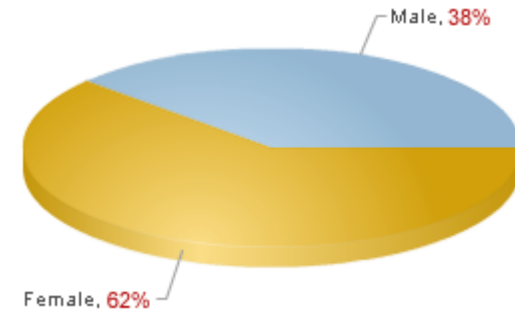
STUDENTSREVIEW Visitors are **FEMALE**, nearly 2-1.

STUDENTSREVIEW Visitors are **DEDICATED**, returning several times per week.

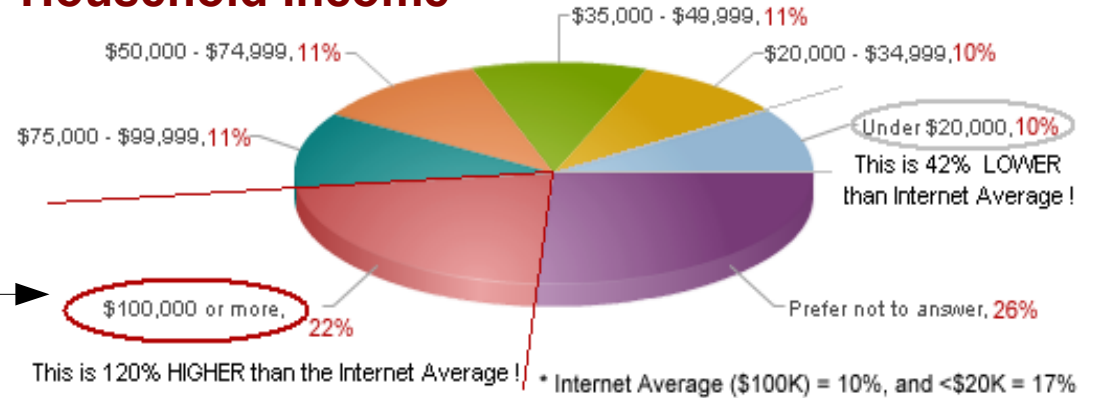
Visitor Demographics

Gender

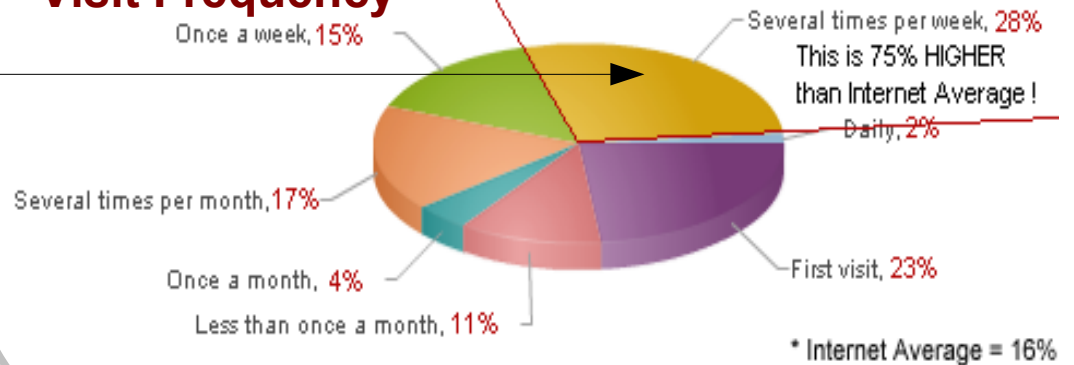
38% Male
62% Female



Household Income



Visit Frequency



Source: Burst Media Demographic Surveys



Online Advertising and Monthly Reach

Category	Page Impressions	Total Banner Impressions	Total Exposure	Price *
Total	1.5 Million	3 Million	450,000	\$45,000
Main & Search	320,000	640,000		\$9,600
University Pages	1,100,000	2,200,000		\$33,000
Career Pages	85,000	170,000		\$2,500

College Students accounted for **\$210 billion** in sales in 2005 (Alloy Media & Marketing)

With a “readership” of **4.5 Million** in 2006, STUDENTSREVIEW can reach nearly 25% of the 20M *prospective and current* college students, creating an unparalleled opportunity for brand establishment.

STUDENTSREVIEW is the largest source of information provided freely to prospective college students. **50,000** reviews, OFFICIAL Rankings, and **450,000 monthly** visitors make STUDENTSREVIEW one of the most influential sources of information for prospective college students.

StudentsReview :: Over 48700 College Reviews! (3,133 schools reviewed)

9,038 Members
5,710,078 Visits this year

[Home] [Faq] [Members] Answers to the questions students wished they had known to ask.

> Search for University > Rate My School -- It's Fun! > Member Login Use Pass

[Review] [Articles] [Investgate Career/Major] [Find Schools/Rankings] [How to Get In] [Books] [Forum]

Main

Submit My Review

Dynamic Rankings

Compare U's

About that Major?

Career & Salaries

Sample Essays & Help

Summer

HS Summer Programs

Internship Post

University

University Profile

Summer Program

School not Listed?

Object to Data?

Welcome to **StudentsReview!**
Uncensored college reviews -- Informative and Awesome

~ 50,000 In Depth Reviews! (99 Just Added)

26,000 Campus News Articles!

11,000 Alumni reviewed Majors

12,000 Tips on Getting In!

A Randomly Selected College review... State University of New York/Binghamton

37% of students would not choose their school again.

Twenty Most Reviewed Universities

Pleasred University Name	City, State	Total
Rochester Institute of Technology	Rochester, NY	314
University of Michigan Ann Arbor	Ann Arbor, MI	304
Bob Jones University	Greenville, SC	482
George Washington University	District of Columbia, DC	278
New York University	New York, NY	283
Boston University	Boston, MA	272
Georgia Institute of Technology	Atlanta, GA	269
University of Southern California	Los Angeles, CA	269
Texas A&M University at College Station	College Station, TX	249
Pennsylvania State University	University Park, PA	220
Cornell University	Ithaca, NY	239
University of California -- Berkeley	Berkeley, CA	241
University of Houston	Houston, TX	269
State University of New York/Binghamton	Binghamton, NY	224
University of Illinois -- Urbana Champaign	Champaign - Urbana, IL	238
University of Wisconsin -- Madison	Madison, WI	221
Brown University	Providence, RI	197
Southwestern Assemblies of God University	Waxahachie, TX	184
Johns Hopkins University	Baltimore, MD	208
College of William and Mary	Williamsburg, VA	200
Totals	(3287 / 3508 / 11963)	

160x600

AD SPACE #1

300x250

AD SPACE #2



Ad Specifications

Sizes available:

160x600 (#1) – Above the fold, immediate impression.

300x250 (#2) – right next to detailed & engaging content

\$15 CPM – less than **15¢ per person!**

The screenshot shows a website interface with a search bar at the top. Below the search bar, there are several sections of content, including a list of items with green and red indicators. Two ad spaces are highlighted with grey boxes and red circles. The first ad space is labeled '160x600 AD SPACE #1' and is located above the fold. The second ad space is labeled '300x250 AD SPACE #2' and is located to the right of the main content area.

* Custom Campaigns are also available.



Thank You!

Thank you for taking the time to read our Media Kit! Call us **now** at

1-800-525-3035 x1

StudentsReview is the largest and most influential source of information provided *freely* to prospective college students and their families.