



usjournal.com: Generating inquiries. Generating ideas. Celebrating our first 10 years online!

50 East 2nd Street | Mount Carmel, Pennsylvania 17851-1461 U.S.A.
cheryl@usjournal.com | ph 570-339-4731 | fx 570-339-5634

2006-2007 Glossary of Advertising Terms

Advertising Objective – Our Internet-based services focus on generating qualified prospective student inquiries, primarily via your customize-able Profile Page within **usjournal.com**. Additional services evolve regularly. Call Cheryl at 570-339-4731 for details.

Multi-lingual Campaign (additional \$1,425. for each Western Alphabet Translation, and \$1,750. for each non-Western Alphabet Translation, per year) – Non-English translations with **usjournal.com** provide an excellent way to bolster your presence in the propitious global student market online; only about 30 percent of regular Internet users speak English as their native language. Each translated Profile Page includes a complimentary Internal Link / Rotating Banner from the corresponding independent sister domain. Our professional translations:

- May be used (i.e., cut and pasted and / or linked) by the advertiser for other promotions.
- Feature substantial discounts for four or more translations – **saving you 30 percent**.
- Entitle the advertiser to our complimentary special services throughout the year, for no additional charge. (For example, we can send invitations to selected students prior to an advertiser's visit to that region.)

Rolling Deadlines – You may launch a promotional campaign on **usjournal.com** or any of our sister sites at any time. We post English versions within a week (and translated versions within two weeks) of receipt of your text, images and payment. Your Renewal Anniversary is 12 months from the date of the first inquiry we generate for you.

External Link / Rotating Banner (additional \$650. per year) – Directed from our home page to your specified web address / URL.

Internal Link / Rotating Banner (additional \$350. per year) – Directed from our home page to your Profile Page within our site.

Customized Automated Responses – You may structure Automated Responses to students specifically inquiring about your programs. We also offer the option of disabling this feature, if you prefer. There is no additional cost, either way.

Customized Category Selection – For each program you promote, you may select any combination of the following criteria: Academic Level, Field of Study, and Amount Student or Sponsor Can Pay (per Academic Year).

Excel Reports – We will send you (via e-attachment to the e-address you choose) Excel Spreadsheets with the data collected from students who specifically expressed interest in your programs. Reports are sent weekly, monthly or quarterly (whichever you prefer). The Report compiles the standard e-messages that are sent to you (at the e-address you choose) immediately after the student submits an inquiry. Excel Spreadsheets are importable to most database programs. Because of this efficient feature, you may direct **all** of your prospective international students to your **usjournal.com** Profile Page.

eCampaign Service (additional \$1,445. per year) – eMail distribution of text and / or HTML messages provided by the advertiser.

- No limit to the number of eMail recipients, supplied by usjournal.com and / or the advertiser in .csv.
- Frequency is limited to twice per month; the advertiser determines precise dates for distribution.
- Content must be provided by the advertiser at least seven days prior to the distribution date.
- Advertiser may choose the type of recipients from our database, based on a number of criteria.

Customized On-Campus Marketing Consultation (\$3,000. plus travel and lodging expenses) – Let us help you generate fresh ideas for international student recruitment. There is no limit to the number of on-campus participants. Cost includes:

- Two weeks of preparatory correspondence (e-mail and telephone calls), prior to the visit
- Eight-hour consultation, divided into two 4-hour sessions (one on the afternoon of Day 1, and one on the morning of Day 2)
- Action Plan, due within two weeks after the on-campus consultation; call 570-339-4731 for details

One 2-hour Session of Telephone / WebCam Consultation (\$500.) – There is no limit to the number of participants. Cost includes:

- One week of preparatory correspondence (e-mail and telephone calls), plus the two-hour consultation

usjournal.com, LLC Discount Policy – We do **not** discount our basic services. Special consideration will be given to advertisers with four or more language translations, or to those committing to a multi-year contract. Phone 570-339-4731, or e-mail cheryl@usjournal.com.