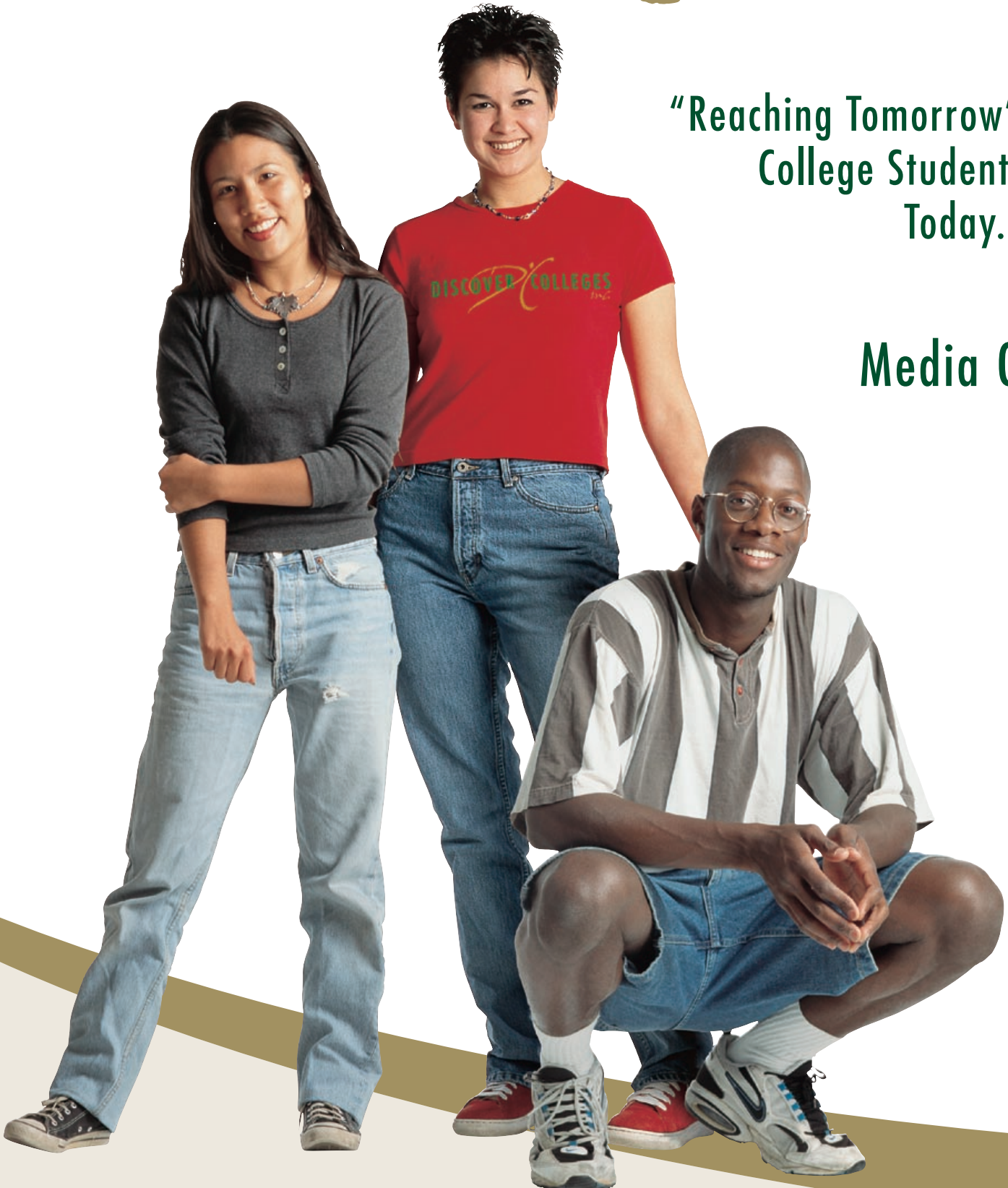


DISCOVER COLLEGES

inc.

"Reaching Tomorrow's
College Students
Today."

Media Guide



"Reaching Tomorrow's College Students Today."

The mission of *Discover Colleges* is to provide a highly effective connection point between accredited private colleges and universities and quality students interested in private higher education.

Over the past **two months** of the *Discover Colleges'* Web Response Program, the average response was **over 300 inquiries** per school at the time of this writing!

Discover Colleges' Web Response Program offers tremendous flexibility and exceptional value.

The principle behind our program is simple – private colleges and universities only pay for the inquiries they receive! This program is unique in that it is the school that determines the total expenditure and length of the program. **There is no up front cost and no minimum commitment!** This proven program is exceptionally low risk, providing immediate and tangible inquiries – not just clicks to your web site.

The Four Cornerstones of Discover Colleges

Integrity • Our commitment is to deal with every school with the utmost integrity. We believe this to be the most fundamental principle for any successful venture.

Service • We define service as both the ability and the desire to complete every task with professionalism and efficiency. You will find us to be exceptionally responsive as well as having a commitment to exceed our client's expectations.

Experience • We have an outstanding record of success generating cost effective responses via the Internet for colleges. This experience allows us to offer *Discover College's* Web Response Program with a proven approach.

Results • Our entire program is result oriented. In short, our success is contingent on your success. Our pay per inquiry program provides an exceptional level of **accountability** and **value**.

Qualified Inquiries

While the cost of each college participating is based exclusively on their inquiry results, it's also important that the inquiries are of a high quality. There are a series of steps that will likely occur prior to the school receiving an inquiry, demonstrating the highly qualified nature of the responses.

- 1.** Prospective students most likely find us through a key word search as a result of our search engine investment. One aspect that should not be overlooked is that it is often the prospective student who determines when they seek information. This is quite different than other mediums. Advertising via television, radio, direct mail, magazines, newspapers, etc. reach prospective students as determined by the advertiser or publisher - not the inquirer. **This program is fundamentally different, as it is the prospective student who initiates the contact, not the advertiser!**
- 2.** The prospective student can then choose to click and go to the *Discover Colleges, Inc.* web site.
- 3.** The prospective student may then choose to select colleges/universities based on geographic and/or major criteria, according to their interests.
- 4.** The prospective student must then complete the information request form on *Discover Colleges'* web site.
- 5.** Finally, the prospective student can specifically request information from your school on the request form - **only then will you receive an inquiry! Inquiries are sent immediately at the point of interest by the prospective student.** The Web Response Program also allows you to respond immediately to each inquiry.



Benefits & Features of Discover Colleges

The Web Response Program represents a tangible approach to Internet marketing with *proven* results! According to our records, at the time of this writing, the average response was **over 300 inquiries for just the last two months.**

- 1. Tangible Results.** Each participating school receives an immediate e-mail when the prospective student requests their information - 24 hours a day, 7 days a week!
- 2. The Ability to Respond to Student Requests Immediately.** You can automate your responses, or just hit “reply” when the e-mail is received to respond personally to each prospective student who provides their e-mail address with their inquiry.
- 3. Measurable Results.** You can easily track your results through each e-mail indicating it is from *Discover Colleges*, as well as through our quick on line reports. **Your responses are immediate and your cost is determined by the inquiry results your school receives!**
- 4. Inquiry Report.** One of our helpful features is a report on line that will allow you to access a summary of the inquiries received. You can run reports for the previous day, week, month, etc.
- 5. Immediate Information.** Your advertisement is included for prospective students who **request** your information. The ad includes a picture, logo, **link to your site** and up to 500 words of text.



- 6. Immediate Fulfillment.** The advertisement allows each college to “respond” immediately to meet the prospective student’s initial request for information. This service addresses the need for quick response to web inquiries without incurring the cost of special in-house programming or response mechanisms. This program allows the school to begin a seamless recruitment effort. It’s likely that your initial “response” to the request will be provided before you even see the prospective student’s e-mail asking for your information.
- 7. Continuous Advertising & Inquiries.** One of the real strengths of this web based program is that it provides continuous advertising, response fulfillment and inquiries! Unlike print media, this program is not limited to a single mailing.
- 8. Web Link.** A link to your web site is provided in your school’s advertisement after a prospective student submits their request asking for your information.

continued on back page...

9. Download Your Data! This great feature allows you to download the data from all of your inquiries each day, week, month, etc. in a text delimited or Excel format **in order to eliminate the need for data entry.**

This can be a tremendous savings of staff time and cost! You can receive the prospective student's name, address, telephone, graduation year, e-mail, GPA, major, high school name, gender and ethnic background, and more, as provided by the prospective student. Each school is provided a unique url to conveniently access their data.

10. Unique Students. Another benefit is the ability to also reach non-traditional prospective students, such as transfer and adult students who may be very difficult to reach through other means.



The Web Response Program Pricing

The *Web Response Program* includes all of the above features and benefits.

Images & Information Due: 2 business days prior to your start date.

Cost: \$2.40 Per Inquiry Received

No minimum length of time and no upfront cost.

Ask about our special year long program rate.

DISCOVER COLLEGES
inc.

518 28 Road • Suite B102 • Grand Junction, CO 81501
toll free. 877.667.0600 • ph. 970.257.7497 • fx. 970.242.1805
www.discovercolleges.com • info@discovercolleges.com