YaStudent.ru
Study abroad - Advertising and promotion

Our company promotes overseas educational institutions both in Russia and CIS. The information on our website www.yastudent.ru is intended for Russian-language Internet (Runet) users.

The information and programmes on the overseas secondary, high schools and colleges, undergraduate and graduate programmes, language schools, summer language camps and other study programmes has been promoted successfully for over four years on the information portal YaStudent.ru

From 700 to 1000 Russian-speaking users visit our website every day searching for options to study overseas (abroad), either searching for direct contacts of educational institutions or to complete an admission application questionnaire.

Most of the educational institutions use additional advertising possibilities provided by the website to further promote their programmes in Russia, CIS and Runet.

Web statistics of YaStudent.ru educational portal are available for viewing at: http://www.liveinternet.ru/stat/yastudent.ru/, password 111212

To view the monthly statistics reports by year, click on the yellow highlighted link on top of the screen and select the appropriate month/year

GENERAL INFORMATION ABOUT AN EDUCATIONAL INSTITUTION

Each educational institution maintains its own page with GENERAL INFORMATION (contacts, map, description, fees and list of study programmes etc) and ADDITIONAL INFORMATION (full description of study programmes, photos, video, comments, FAQ etc.).
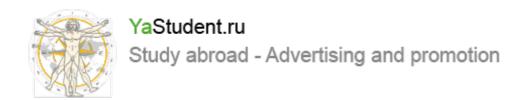
The GENERAL INFORMATION – provided by the educational institution in the Russian language is posted for free. Texts supplied in English or in any other European language are translated into Russian at the rate of EUR 0.09 (USD 0.11) per 1 source word. (Please note that the target Russian word count will normally be about 20% higher than the source word count.)

Examples of pages with institution's information can be found at :
http://study.yastudent.ru/study/school/BCo

A List of educational institutions in the catalogue can be found at :
http://study.yastudent.ru/schools/list/

To complete a questionnaire in Russian on-line please go to:
http://study.yastudent.ru/schools/add/

To download a questionnaire in English please go to:
http://yastudent.ru/content/docs/Questionnaire_in_English.doc

Web visitors can choose an educational institution by sorting the catalogue according to the following criteria: type of educational institution, country, and language of instruction or study programme.

Pages with GENERAL INFORMATION: **FREE**
information from a questionnaire received from a provider: http://yastudent.ru/content/docs/Questionnaire_in_English.doc

Pages that include direct contacts outside Russia and CIS: **FREE**
Pages that include direct contacts in Russia and CIS: 150 Euro per annum

STUDY PROGRAMMES (FULL DESCRIPTION, Additional information)

The full description of a study programme is a concrete offer for future students that should include: the name of the programme or type of qualification gained, description of the programme, study period, commencement dates or course dates and fees. Secondary schools, High schools and summer language camp programmes should contain information of what is included into the programme fee and what is paid extra.

Translation of text into Russian is charged separately.

Study programmes are posted in a separate directory (catalogue) where visitors from Russia, CIS and other Russian-speaking Runet users can choose any study programme of their interest. After a programme is chosen visitors complete admission application questionnaires on the website, contact directly an educational provider or an educational agent.

For an example of study programme directory (catalogue) please go to: http://study.yastudent.ru

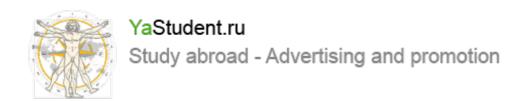**1 study programme description on provider's page**: 30 Euro

Information on the page of an educational provider is available on portal as long as an educational institution considers it relevant.

Change in fees or other previously posted information
To make changes in a programme or institution's description: 5 Euro
To make changes in fees (up to 15 lines): 5 Euro

PHOTO ALBUMS

Photo albums help a future student and his/her parents to gain a clear idea of the accommodation, the facilities of an institution, the extra-curricular activities and the conditions under which a student is going to study.

Photos provided by an educational institution are classified by subjects and posted in separate subject albums. Photo albums refer to additional information that is posted on the page of an educational institution.

In addition photo albums are posted into a special directory (catalogue):
http://foto.yastudent.ru

3 PHOTO ALBUMS (15 pictures in each): 100 Euro

Requirements:
JPEG format
Size of pictures not less than 600 pixels wide
Text file with comments to each picture
General comment to photo album (advertising copy is also possible)

VIDEO

Videos as well as photos help a student to plunge into the atmosphere of an educational institution, feel the rhythm of the study process, hear sounds and get 3D sensations.

Videos provided are posted on the page of an educational institution.

In addition video clips are posted into a special directory (catalogue) : http://video.yastudent.ru

1 video clip: 20 Euro

Requirements:
Link to video placed in YouTube
General comment to video (advertising copy is also possible)

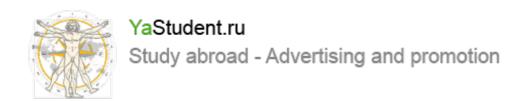# NEWS AND ARTICLES

Educational institutions can publish its news, articles and press-releases on the pages of YaStudent.ru and/or order their (articles, etc) distribution in Runet.

(1 piece of) news with a link to a provider's page on YaStudent: 10 Euro per
(1 piece of) news with an external link and provider's contact information: 40 Euro
Posting of the news on home page of YaStudent: 50 Euro per week
Distribution of 1 publication in Runet: 130 Euro (details are provided by a request)

Requirements for publications:
Text in Russian language (Translation of text into Russian is charged separately)
Minimum article length – 1000 characters

The publication should follow a logical format, i.e. introduction, content, conclusion, contact details

SECTION   "PARENTS AND STUDENTS"

The section "Parents and Students" provides more detailed information about education systems, types of accommodation, boarding facilities, etc. in different countries. For the convenience of website visitors the information is divided according to countries and subjects to make the search easier.

Information on an educational institution is posted as a link on the chosen by a provider page of "PARENTS AND STUDENTS " section.

Section "PARENTS AND STUDENTS":
http://yastudent.ru/topinfo

Example of a link and brief comment:
http://yastudent.ru/topinfo/Obrazovanie_v_Velikobritanii/906

Posting of the link to description within YaStudent: 20 Euro per month
Posting of the link to the page of the institution's website: 50 Euro per month

TOP PROGRAMMES

TOP educational programmes are placed under the navigation menu, on the left of the website home page. The Home page of the website contains 5 first links to study programmes recommended to our visitors for further review.

By clicking on the link a visitor is forwarded to the appropriate programme page.

Posting of the link (**1st place**): 30 Euro per week
Posting of the link (**2nd place**): 25 Euro per week
Posting of the link (**3rd place**): 20 Euro per week
Posting of the link (**4th place**): 15 Euro per week
Posting of the link (**5th place**): 10 Euro per week

All other positions: 5 Euro per week

TOP EDUCATIONAL INSTITUTIONS

TOP educational institutions are placed under "TOP programmes" on the left of the website home page. The Home page of the website contains 5 first links to educational institutions' pages recommended to our visitors for further review.

By clicking on the link a visitor is forwarded to the appropriate institution page.

Posting of the link (**1st place**): 30 Euro per week
Posting of the link (**2nd place**): 25 Euro per week
Posting of the link (**3rd place**): 20Euro per week
Posting of the link (**4th place**): 15 Euro per week
Posting of the link (**5th place**): 10 Euro per week

All other positions: 5 Euro per week

BANNER Ad 980x90 (image format)

A Banner is placed on the website, above the logotype and the button "Complete the application questionnaire". Posting of the Banner Ads in this place covers 100% of the website audience.

Posting of banner ad with a link within YaStudent: 200 Euro per week
Posting of banner ad with a link to the institution's website: 500 Euro per week
Banner Ad is done for FREE

Banner Ads specification (if received from a provider):
File formats: JPEG, GIF or PNG
Size: 980x90
Weight: not more than 60 KB.

BANNER Ad 250x150 (text ads or image format)

The Banner is placed on the top of the website page, above the logotype YaStudent.

Posting of banner ad with a link within YaStudent: 100 Euro per week
Posting of banner ad with a link to the institution's website: 250 Euro per week
Banner Ad is done for FREE

Banner Ads specification (if received from a provider):
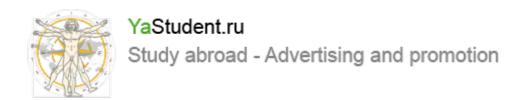File formats: JPEG, GIF or PNG
Size: 240x200
Weight: not more than 60 KB.

BANNER Ad 240x200 (image format)

Banner is placed on the left of the website under "TOP study programmes". Only image banner format is possible.

Posting of banner ad with a link within YaStudent: 100 Euro per week
Posting of banner ad with a link to the institution's website: 250 Euro per week
Banner Ads is done for FREE

Banner Ad specification (if received from a provider):
File formats: JPEG, GIF or PNG
Size: 240x200
Weight: not more than 60 KB.

PROMO BANNER Ad 700x250 (image format)

Banner is placed on the website home page under the main news. This advertising format should be considered by the website visitors as a recommendation. It is possible to post additional advertising text up to 200 characters.

Posting of banner ad with a link within YaStudent: 80 Euro per week
Posting of banner ad with a link to the institution's website: 150 Euro per week
Banner Ad is done for FREE

PROMO BANNER Ad 350x230 (image format)

The Banner is placed on the website home page under PROMO Banner 700x250. This advertising format should be considered by the website visitors as a recommendation. It is possible to post additional advertising text up to 100 characters.

Posting of banner ad with a link within YaStudent: 60 Euro per week
Posting of banner ad with a link to the institution's website: 120 Euro per week
Banner Ad is done for FREE

Options of payment for advertising (i.e. additional information)

Payment by credit card
Bank transfer
Wire transfer: Yandex money (PayPal analog in Russia and CIS)

Contacts

For English language speakers:
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ap@yastudent.ru

For Russian language speakers:
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ap@yastudent.ru