



ADVERTISING OPTIONS

2012

ADVERTISE WITH **GOSTUDY.ca**

to reach your target market in Canada



If you are looking to reach young Canadians who are planning post-secondary education or planning to take time off to travel, include www.gostudy.ca in your marketing strategy.

GoStudy.ca is specifically targeted to the Canadian market; students and young professionals who are looking for options for further studies either in Canada or abroad, or who are considering taking a gap year, or travelling to work, volunteer, learn a language, intern or vacation.

GoStudy.ca is the sister website to Canadian Student Magazine, published twice a year and distributed throughout Canada to high schools, post-secondary institutions, embassies and selected bookstores. Both GoStudy.ca and Canadian Student Magazine are owned by Recruit in Canada. Recruit in Canada organizes student recruitment fairs, promoted as Study and Go Abroad Fairs, twice a year in various cities in Canada.

Why advertise on **GoStudy.ca**

- ✓ targeted audience
- ✓ comprehensive information on studying in many different countries
- ✓ up-to-date articles written by industry experts on education and travel
- ✓ dynamic and interactive website, allowing visitors to give us their feedback
- ✓ competitive pricing
- ✓ customized packages to suit your needs and budget
- ✓ social media integration (facebook, twitter, blogs)

Which page should you advertise on?

Advertise on the Home page



Advertise on the home page to gain maximum exposure to all visitors entering the website. Increase your brand recognition by taking out a web ad or adding a feature article.

Advertise on a specific country or program page



Target your advertising to a specific country or program and make your marketing dollars go further.

- ✓ Study in Canada (or choose a specific province)
- ✓ Study Overseas (choose your country)
- ✓ MBA
- ✓ Masters
- ✓ Work and Travel
- ✓ Summer Programs
- ✓ Volunteer
- ✓ Fields of Study (eg Law, Medicine)

Advertising Rates

Home Page

Leader Board / 728x90 pixel

1 month.....	\$300
3 months.....	\$720
6 months.....	\$1,260
Full Year.....	\$1,800

Top Banner / 468x60 pixel

1 month.....	\$250
3 months.....	\$600
6 months.....	\$1,050
Full Year.....	\$1,500

Feature Article / Photo + Text

1 month.....	\$150
3 months.....	\$400

Feature School / 240x60 pixel

1 month.....	\$100
3 months.....	\$240
6 months.....	\$420
Full Year.....	\$600

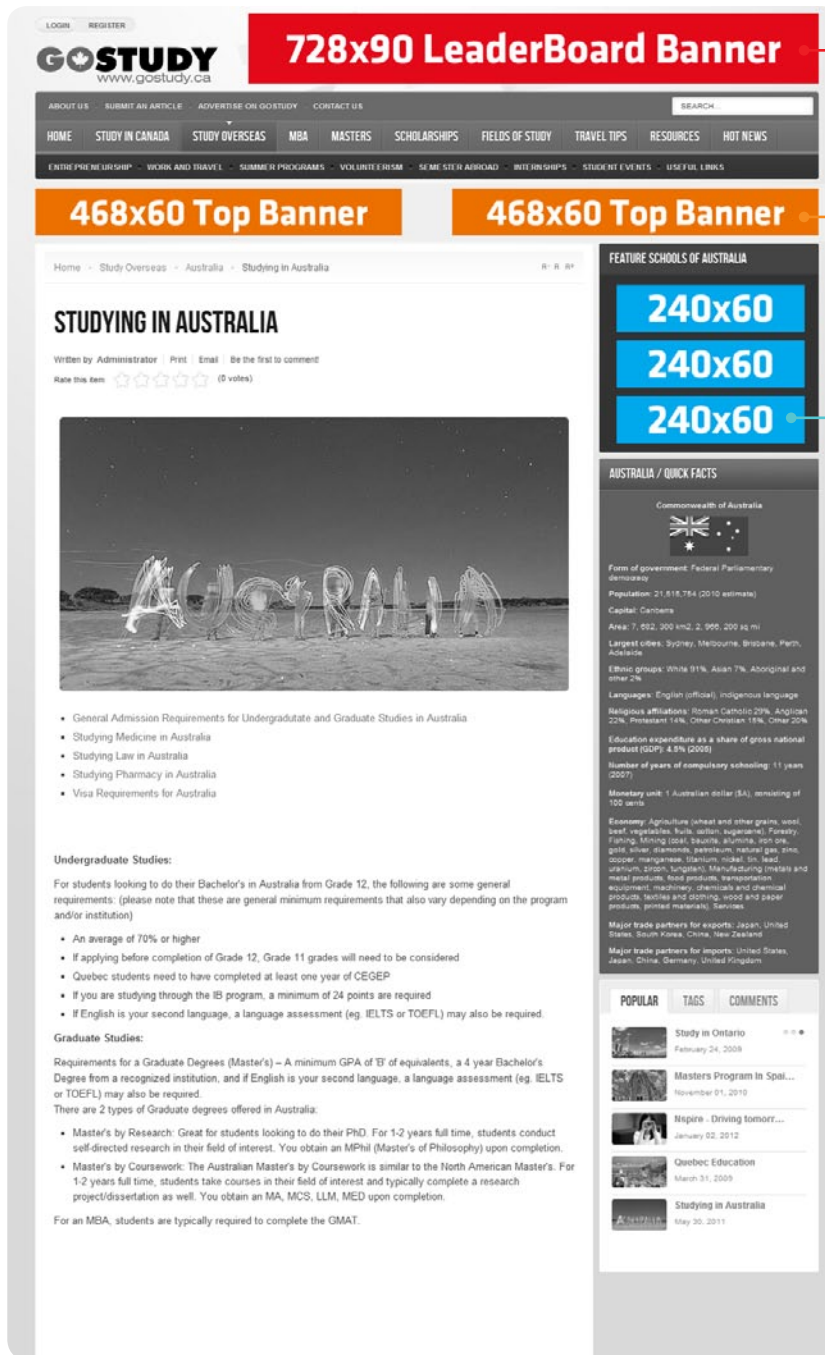
Big Box / 210x350 pixel

1 month.....	\$250
3 months.....	\$600
6 months.....	\$1,050
Full Year.....	\$1,500

Book an ad with us and we will give you extra exposure on our social media channels.

Advertising Rates

Other Pages



Leader Board / 728x90 pixel

1 month.....	\$150
3 months.....	\$360
6 months.....	\$540
Full Year.....	\$900

Top Banner / 468x60 pixel

1 month.....	\$150
3 months.....	\$360
6 months.....	\$540
Full Year.....	\$900

Feature School / 240x60 pixel

1 month.....	\$50
3 months.....	\$120
6 months.....	\$210
Full Year.....	\$300

Book an ad with us and we will give you extra exposure on our social media channels.

CONTACT US



**Contact us for more information
or to book your ad:**

Tel : 778 998 3587

Email: info@gostudy.ca

For more information on advertising in
Canadian Student Magazine, contact us
on info@canadianstudentmagazine.com
or for the Recruit in Canada fairs
info@recruitincanada.com.