



MEDIA KIT 2012

Advertising and Sponsorship on AfterschoolAfrica

Afterschoolafrica.com

A large, abstract graphic composed of overlapping, semi-transparent blue and grey geometric shapes, resembling a stylized wave or a series of connected blocks. The shapes are layered, creating a sense of depth and movement.

2012

AfterschoolAfrica (AsA) Platform

About Us

After school Africa (AsA) is a premier gateway for graduate and undergraduate students to discover educational and career development opportunities.

We deliver timely updates on opportunities and advice for career advancement through, scholarships, competitions, awards, financial aids, online learning and international education.

AfterschoolAfrica.com reaches over 120,000 visits monthly from different parts of the world.

By focusing and leveraging on the delivery of educational news, we are able to offer to organizations and institutions targeted audience quality, to promote their offers.

Tap into our niche audience, to execute an effective online marketing campaign for your organisation or institution, and reach a new target.

We appreciate your interest to advertise with us. We can help you promote your organization, or educational institution to our audience, comprising of students at different fields and levels of learning.



AsA offers readers a unique take on opportunities for educational and career development. While we focus on educational contents to benefit African audience, we reach a global audience from US, UK, Canada, India, China, Australia, Germany and other countries across Europe, Asia and America.

We provide rapid delivery of local and international education opportunities which keep the site active on repeat and new visitors.

We are constantly working on our search engine optimization and social media promotion which has resulted in AsA ranking high on search engines for thousands of keywords.

Our Audience & Site Usage

With 12000+ targeted email subscribers, 7000+ active facebook fans, 7000+ Google+ followers, 120,000+ monthly page visits and 65% new visitors, we have a targeted audience to help you promote your institution, and/or organization.

AfterSchoolAfrica.com readers comprise of undergraduate and graduate students who hold education at a high esteem, and are willing to get the best of it. These are highly educated audience, with interests including but not limited to;

- ✓ *Scholarships*
- ✓ *International University education*
- ✓ *Discount education*
- ✓ *Guide to English Language Tests*
- ✓ *Distance/online learning*
- ✓ *And Award Contests*

Ad space and rates

Ad size	Ad Position	Ad type	Rate/ Month
300x250	Above the fold -sidebar	Medium rectangle-banner	\$313
300x250	Above the fold -sidebar	Video	\$376
728x90	Above the fold -header	Leaderboard	\$393
300x250	lower sidebar	Medium rectangle-banner	\$211
300x250	lower sidebar	Video	\$253
180x90	Above the fold-header	Small Banner	\$150
Review + Email subscribers			\$148
Textlink	N/A	N/A	N/A

Banner Placement

Ads are placed on monthly bases but we accept bulk purchase of up to one year, at discount rates:

3 months => 10% discount

6months => 20% discount

12 months => 40% discount

First month (trial) => 20% discount

*Ad placements will appear on all, over 1,000 pages (including the home page), for the duration specified. All ads placement get **20% discount for the first month** on trial bases, after which ads will revert to the original rate.*

International/Local Targeting Capabilities

Leveraging the AsA platform allows your message to reach a targeted audience, in interest and in aspiration. The audience that we reach has a common need for international and local educational news and information. They live in and out of Africa, developed and developing countries.

And they find AsA, the perfect complement to their educational and academic pursuit. AsA is the gateway for the advertiser to reach this large and enthusiastic market.

Ads Placements

The screenshot displays the AfterSchoolAfrica website interface. At the top left is the logo, and to its right is a search bar and a 'Follow @schoolafrica' button. A dark navigation bar contains links for HOME, SCHOLARSHIPS, CONTESTS, ONLINE LEARNING, CAREER ARTICLES, FORUM, SUBMIT NEWS, ABOUT, and FACEBOOK. Below this, a red banner features two ad sizes: '728 x 90 Leaderboard above the fold' and '180 x 90 ATF small'. The main content area shows a post for the 'Schlumberger Foundation Fellowship Grant for Women from Developing countries 2012/2013', submitted by 'admin' on June 23, 2011. It includes social sharing buttons for Like, +1, Tweet, Share, and Submit. A blue banner for 'Stanbic IBTC Pension Managers' is positioned below the post. To the right, a sidebar contains a subscription form for 'Receive Regular Updates from AfterSchoolAfrica' and a large red ad labeled '300 x 250 Above the Fold'. At the bottom of the sidebar, there are links for 'Ads by Google' and 'Government Grants'.

728 x 90, 180 x 90, 300 x 350 (Above the fold- visitors see your ad without having to scroll down)

The Schlumberger Foundation will be accepting applications for the 2013–2014 Faculty for the Future Fellowships:

- from September 10th to **November 16th 2012** for new applications;
- from September 10th to **November 9th 2012** for renewal applications.

Offered annually? Yes

How can I Apply?

Applications are only accepted through the [online system](#)
The on-line system will be open from September 10th 2012

How can I get more information?

If you need more Information about this scholarship, kindly visit the [Scholarship Webpage](#)

Sponsors

the Schlumberger Foundation

Important Notes:

Final selection is based in part on the standard of your application and accompanying materials;

The screenshot shows a WordPress sidebar with several widgets. At the top is a 'MY ZIMBIO' button. Below it is a 'Categories' widget with a 'Select Category' dropdown menu. Next is a 'My Points' widget with a message: 'You need to be logged in to view your points.' To the right of these is a 'Meta' widget containing links for 'Register', 'Log in', 'Entries RSS', 'Comments RSS', and 'WordPress.org'. At the bottom of the sidebar is a large red square placeholder with the text '300 x 250' and 'Lower sidebar' below it.

300 x 250 (Below the fold- visitors have to scroll down to see ads)

Partnership Enquires

Contact

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