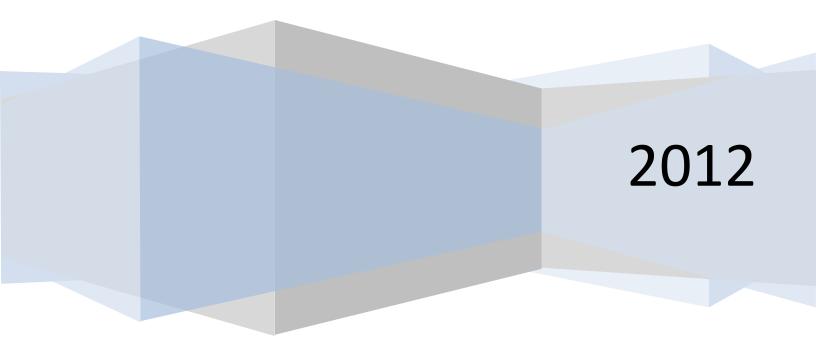


# **MEDIA KIT 2012**

Advertising and Sponsorship on AfterschoolAfrica

Afterschoolafrica.com



# 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.



AfterschoolAfrica Media Kit 2012

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**

erSchool	Google" Custom Search	search Follow @schoolafrica
72	CAREER ARTICLES FORUM	SUBMIT NEWS ABOUT FACEBOOK
Home » Fellowship, Newsletter, November, Scholarship for Women		Receive Regular Updates from AfterSchoolAfrica
Schlumberger Foundation Fellowship Grant for Women from Developing countries 2012/2013		Join to Receive Update
Submitted by admin on June 23, 2011 –	1:28 pm No Comment	
Submit them to the Pension Guru now.	3 in Share Submit Scholarship Name: Schlumberger Foundation 2013/2014 Faculty for the Future fellowships Brief description	300 x 250
	The Faculty of the Future Leader offers 2013/2014 PhD & PostDoctoral Fellowship for Women from Developing Countries and emerging	Above the Fold Ads by Google Government Grants

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

	MY ZIMBIO	Meta
The Schlumberger Foundation will be accepting applications for the 2013–2014 Faculty		L. Register
for the Future Fellowships:	a a a a a a a a a a a a a a a a a a a	i. Log in
	Categories	L. Entries RSS
- from September 10th to November 16th 2012 for new applications;	Select Category	L. Comments RSS
- from September 10th to November 9 <sup>th</sup> 2012 for renewal applications.	My Points	WordPress.org
Offered annually? Yes	You need to be logged in	
How can I Apply?	to view your points.	
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	300 x 250	
Sponsors		
the Schlumberger Foundation	Lower sidebar	
Important Notes:	Lower	Sherer
Final selection is based in part on the standard of your application and accompanying		
materials;		

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

# **Partnership Enquires**

## Contact

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