

THE BEST PLACE TO
RECRUIT STUDENTS
FROM ACROSS AFRICA



A COST-EFFECTIVE CHANNEL FOR EDUCATION PROVIDERS TO
MARKET, NETWORK, RECRUIT AND ENROL VETTED STUDENTS FROM AFRICA



**ADVERTISE WITH
US AND REACH OUT
TO PROSPECTIVE**

INTERNATIONAL STUDENTS

Embraced by both Students & Universities

Our mission is to enable universities to effectively market themselves in Africa, all from one platform. Findadmission will highlight the wealth of study opportunities available world-wide to students in the region; in one place, students will be able to compare, apply, speak to universities and get visa counselling. We will take every student from the start of their journey, to the end, making our platform indispensable to universities and students alike.

Work with Student Experts

With over 14 years of international student marketing experience in Africa, no one understands the targeted audience better than us. We offer a range of contact methods via our website, phone and abundance of media channels, so we're always available to assist you. Need help with marketing to prospective international students? Our staff members will be able to offer several creative solutions to help you market more effectively. This market is our niche, after all.

Key Benefits

1) International reach, minimal effort!

Our client services team ensures that minimal effort is required from your team, as ours will do all of the essential groundwork. Your product and services are promoted to the most relevant candidates; on Findadmission, more than 7 countries in Africa have candidates that are actively searching for study abroad opportunities at any one-time.

2) Budget Control and Targeting

You determine the budget you want to invest, and we will design the best campaign within your limits. At Findadmission, we can target your preferred students demographic and/or countries of your interest if you're a paid plan-member; or if you're a basic plan member, we'll choose a single country for you and get to work!



BANNER ADVERTS

SPREADING YOUR MESSAGE AND INCREASING BRAND AWARENESS

Banner Advertising Options

Banner advertisement will promote your organisation to prospective students who are looking to study abroad. Students come back to our platform time and time again to view the latest offers, as well as to access pending applications and make new ones. Showcasing a banner on their dashboard will increase engagement with your partner profile, and mean that a student is more likely to submit an application to you. Advertisements on our platform will also increase brand awareness and familiarity with the African market, creating a positive influence on your application numbers.

Side Banner

This option will show your banner on a student dashboard; this means that your university will be seen as soon as student logs into the portal.

1 week: £250
2 weeks: £500
1 month: £900

Inside Application Submission Page

With this option, your banner will be shown on the student application submission page, regardless of which university application they're filling out.

1 week: £400
2 weeks: £700

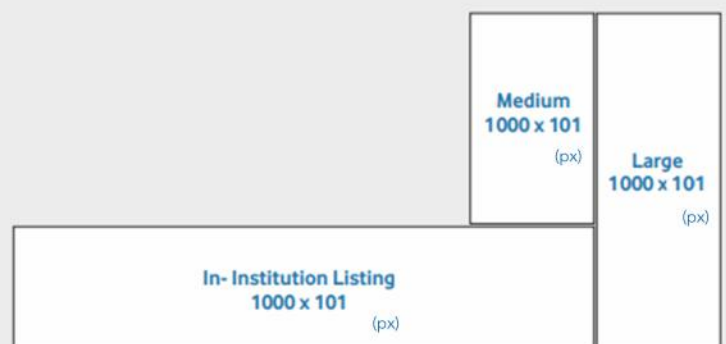
Inside Institution Listing

This option has been proven to be the most effective, with your institute being showcased on their search results.

1 week: £600
2 weeks: £900
1 Month: £1,500

You have the option to show your banner only to a specific group of our visitors, by applying a filter based on:

1. Discipline of interest
2. Country of origin
3. Country of interest
4. Level of study
5. Age and gender



E.G: You could choose to have your banner shown only to: students from Nigeria (Filter 2) looking to study in the USA (Filter 1) who wish to study a postgraduate degree (Filter 4)



eNEWSLETTER ADVERTISING OPTIONS

Email Marketing Options

These are sent straight to the inboxes of prospective students looking to study abroad on a bi-weekly basis; we reach more than 100,000 people.

Newsletter sponsorship starts from just £800, and can increase up to £3000 depending on the amount you wish to sponsor. Also:

We have a database of over 180,000 students

You can segment your newsletter audience by age, gender, year of study, course type and the student's preferred study destination

£300 will typically get you a reach of 1,000 students, with a standard read-rate of up to 80%

Bi-weekly Newsletter Sponsorship

Sponsor our bi-weekly newsletter which is read by thousands of students in Africa.

Size: 300 x 600 px

1 Insert: £800
2 Inserts: £1,400
3 Inserts: £2,100

Size: 300 x 250 px

1 Insert: £500
2 Inserts: £900
3 Inserts: £1,800

Bi-weekly Newsletter Advertisement

Don't want to sponsor a newsletter? Then you can advertise in it instead!

Central advert size: 600 x 60 px

1 Insert: £420
2 Inserts: £700
3 Inserts: £1,100

Customised Newsletter

With Findadmission, we can send personalized newsletters to our student database on your behalf, allowing for better email marketing campaigns and more results.

Newsletter dimension & pricing:

Size: 600 x 1200 px
Price: £300 - £1,000