

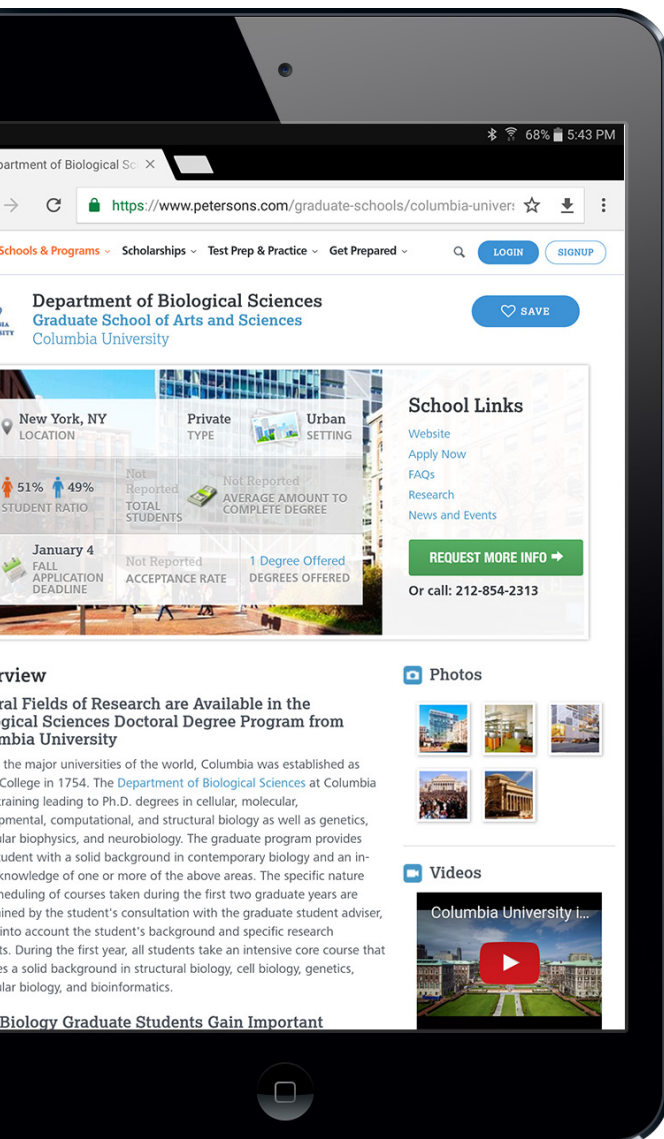
# Reach and Recruit Qualified Students



The qualified students you want. The proven track record you expect.

Peterson's has been the leading college and graduate school planning resource for over 50 years. As a trusted partner among educational institutions, Peterson's provides clients the opportunity to **reach nearly 7 million prospective students** that we serve each year. In short, we help schools drive student enrollment.

Peterson's offers multiple ways for schools to interact with students:



## Be a Top Match with Premium Profiles

Premium Profiles in the Undergraduate, Graduate, and Online Learning sectors of Petersons.com allow you to feature your school in a highly visible search tool used by prospective students. With unlimited clicks, views, inquiries, and monthly reporting, this product provides extensive opportunities for schools to reach and connect with highly qualified students.

## Why Premium Profiles?

### EXPERTISE

- Over 50 years experience
- Trusted by guidance counselors, parents & students
- Full-service dedicated customer service team

### REACH

- 6.5 million unique visitors annually
- 20 million pageviews annually
- 84% organic search
- Consistently a top-ranking college search site

### RESULTS

- Brand exposure with students in the research phase
- Highly qualified traffic delivered directly to your site
- High quality leads vs. a high quantity of leads

# More ways to interact...



## Get Printed and Start Engaging through Peterson's Publications

Available through all major booksellers, including Barnes & Noble and Amazon, and a mainstay in schools and libraries for over 50 years, the Peterson's guides have been a trusted resource in helping prospective students achieve their higher education goals.

Advertising in Peterson's publications not only helps you reach students as they research and prepare for the next step in their higher education, it helps you reach critical markets. Our print products are used in overseas advising offices as well as by Department of Defense locations, which provides schools with more potential students and expands their cohort to include these markets.



## Use Student Connect to Reach Your Target with Peterson's Lead Delivery Service

- The most targeted leads available
- A robust selection of demographic and educational background /preference information from which to select leads
- Flexible delivery options ensure you're getting the newest leads as they're available – you choose whether you subscribe for ongoing leads, or purchase leads on an as-needed basis.
- Multiple package options ensure a competitive CPL

Email [InteractiveMarketing@Petersons.com](mailto:InteractiveMarketing@Petersons.com) or call 800.338.3282 to tap into a valuable student resource.