

www.study.eu.org
SEG Study in Europe

Advertisers

VALUE BASED • CUSTOMER CENTRIC

2017 MEDIA KIT

Advertisers

SEG Study in Europe At a Glance

Overall reach

190K+

Total number of monthly visitors with frequency

57,000

Total number of unique monthly visitors

537K+

Monthly Impressions

Audience Demographics

15,700

Push Content Subscribers

3,800

Email Newsletter Subscribers

Male / Female



71%/25%



24

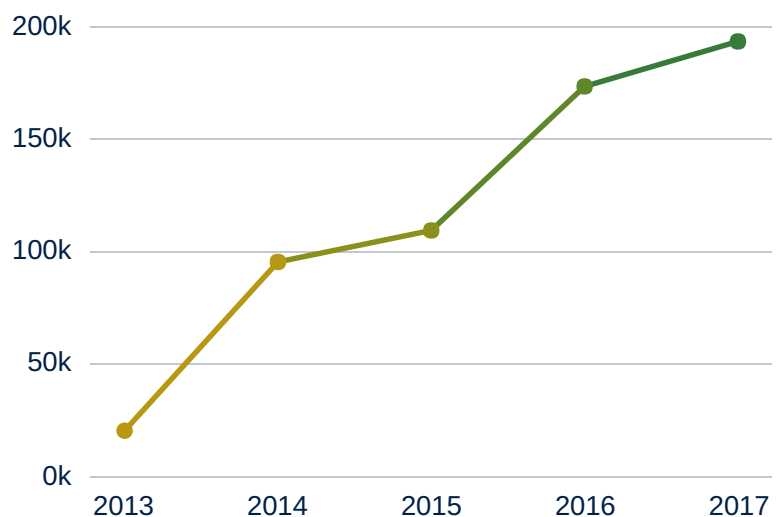


Desktop 79%
Mobile 21%

Website Growth

Social Media Statistics

Facebook	115,000
Twitter	534
Instagram	209
Linkedin	107
Google+	314



Digital Advertising Opportunities & Creative Guidelines

All creative tags and supporting pixels must be SSL compliant (HTTPS)

Units	Dimensions	Max Size	Animation	File Type
Leaderboard	728 x 90. Expandable downward to 728 x 270 for Desktop only. User initiated.	50K Initial	Up to 30 seconds	.gif, .jpg, Rich Media, 3rd Party tag/HTML5
Medium Rectangle	300 x 250. can expand to the left to [600 x 250], for Desktop only. User initiated.	50K Initial	Up to 30 seconds	.gif, .jpg, Rich Media, 3rd Party tag/HTML5
Large Skyscraper	300 x 600.	50K Initial	Up to 30 seconds	.gif, .jpg, Rich Media, 3rd Party tag/HTML5
Billboard	970 x 250.	50K Initial	Up to 30 seconds	.gif, .jpg, Rich Media, 3rd Party tag/HTML5
Anchor / Overlay (Mobile)	N/A	30K Initial	Up to 5 seconds	3rd Party tags
Vignette Interstitial (Mobile)	N/A	30K Initial	Up to 10 seconds	3rd Party tags
Video Ad - Pre-Roll	1280x720 max (16:9 aspect ratio)	10 MB	0:15 or 0:30 (with skip button including countdown)	VAST tags

Creative Content Opportunities

More ways to connect with your desired audience

Publisher Partner Content

Sponsored Post (Supplied by client)	€150
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Custom Sponsored Post (Written by SEG staff)	€250
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Daily Email Newsletters (Sold Weekly)

50% SOV	€60	13,300 Impressions
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100% SOV	€120	26,600 Impressions
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Daily Push Content (Sold Weekly)

100% SOV	€100	110,000 Impressions
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Social Media (Per Unit)

Shared Creative Content	€10	250,000 Reach
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Digital Rates

Run on Site (ROS)

Impressions			CPM
10,000	€230	10k - 19k	€23
20,000	€400	20k - 29k	€20
30,000	€570	30k - 39k	€19
50,000	€850	50k - 59k	€17
100,000	€1500	100k+	€15

Approved Rich Media Ad Servers

Tag Type:

All Rich Media ads require an approved third party-served tag. Assets must be hosted and served via approved third party. Non-hosted HTML5 assets may not be accepted. Flash content and Flash fallback (SWFs and FLVs) are not accepted. Tags must display consistently. If a tag doesn't conform to our performance or reliability standards, we reserve the right to pause or stop the campaign.

Tags should be sent as .txt or in an Excel / spreadsheet document. Do not supply tags in .rtf or in the body of an email.

Rich Media ads include but are not limited to expandable and overlay ad formats.

For questions or to submit a vendor for certification, please contact sales@studyeu.org.

- [Atlas](#)
- [DoubleClick](#)

Approved Ad Vendors for Video Pre-Roll (VAST or VPAID)

- [DoubleClick](#)

Handler

ANDREW OWOEYE

Sales Manager

SEG Study in Europe delivers trustworthy information and guide into the hands of prospective international students and college graduates looking to filter through the huge amount of options with the goal of picking the most suitable course and destination to achieve a college degree. We invite you to partner with us in reaching out to this unique demographic and help you connect your brand with them.

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