

IIEPassport.org (www.IIEPassport.org) is the online version of the renowned study abroad print directories *IIEPassport: Academic Year Abroad* and *IIEPassport: Short-Term Study Abroad*. The directory is visited by over 70,000 US students each month and specifically targets those students who are truly serious about studying abroad. Thus, the web site is an ideal vehicle for Indian universities seeking to enroll US students in short-term programs. Outlined below are available advertising opportunities on IIEPassport.org. Please feel free to contact IIEPassport at +1-610-499-9200 or advertise@iiepassport.org if you would like further information.

FREE LISTING: We encourage you to list your program in the IIEPassport.org website and in the IIEPassport Study Abroad Directories. There is no cost for listing your program information.

Free Listing in the IIEPassport Study Abroad Directories

All study abroad programs and short-term foreign university programs are entitled to a free listing on the IIEPassport.org web site and in the IIEPassport printed directories. Free listings include information about your program such as location, duration, costs, field of study, and contact information (excluding your web site, an option only available to advertisers).

Regular Price: none Price for UGC affiliates: none

Yes, I would like to submit a free listing to the IIEPassport directories

ADVERTISING OPPORTUNITIES: You may also wish to take advantage of advertising options to encourage students to look at your program and visit your website. Here are just a few of the ways that you can showcase your program in the IIEPassport directories or website (with special UGC rates).

- **Add Pictures to your India Program listings IIEPassport.org:** The Picture Gallery is a low cost option that allows programs to place three thumbnail photos or images at the top of their free listing description. These thumbnails then link to a larger image in a new window.
Regular Price: \$300/yr. Price for UGC affiliates: \$255/yr.
 Yes, I would like to purchase a Picture Gallery
- **Top Sponsored Link on India Search Results Page:** The top Sponsored Link provides advertisers with prominent text ads that appear across the top of the page in colored boxes, above the search listings, featuring a direct link to your program's web site.
Regular Price: \$3000/yr. Price for UGC affiliates: \$2550/yr.
 Yes, I would like to purchase the Top Link on the India Search Results Page
- **Top Five Listing Position on India Search Results Page:** The free program listings appear on the left-hand side of every search results page. Among these listings, you can guarantee that your program will appear in one of the top five positions on the page, by purchasing a Top Five position; these listings rotate so that each one will appear on top on every fifth search.
Regular Price, Top Five position: \$1500/yr. Price for UGC affiliates: \$1275/yr.
 Yes, I would like to purchase a Top Five Rotating Listing on the India Search Results Page
- **Ad Boxes on India Search Results and other Results Pages:** Up to ten purchased Ad Boxes appear on the right-hand side of every search results page. Among these Ad Boxes, the top two positions are available for an additional fee. Also, you can purchase a "specific program package" which provides an Ad Box on the India search results page, plus an ad box on each field of study search result page on which your program appears (not guaranteed to be in one of the two top spots).
Ad Box: 1st position: Regular Price: \$1500/yr. Price for UGC affiliates: \$1275/yr.
Ad Box: 2nd position: Regular Price: \$1200/yr. Price for UGC affiliates: \$1020/yr.
Ad Box: positions 3-10: Regular Price: \$600/yr. Price for UGC affiliates: \$510/yr.
 Yes, I would like to purchase an Ad Box on the India Search Results Page, or a Package
- **Logo Placement for all Programs:** The Logo Placement option allows programs to feature their logo next to their listing on the search results pages. One price allows the logo to be placed next to every one of the provider's listings.
Regular Price: \$1200/yr. Price for UGC affiliates: \$1020/yr.
 Yes, I would like to purchase a Logo Placement
- **Advertise in the IIEPassport Printed Directories:** **Please send me info on advertising in the 2006 books**

Please fax this order form to: 610-499-9205 or mail to: IIEPassport, 1350 Edgmont Avenue, Ste. 1100, Chester, PA 19013. You may also e-mail: advertise@iiepassport.org. IIEPassport will contact you to follow up.

Name _____ Institution _____

Dept. and Address _____

Phone Number _____ Email _____