



## SchoolFinder Group – Employer Services

This document outlines services options available to companies interested in building their brand awareness with students and engaging with them to promote their company as an employer of choice. We are offering 25% off to any partner who is a member of the Electro-Federation of Canada.

Package Elements	Company Profile	Company Profile + Marketing Bundle	Profile + Marketing Bundle + Lead Generation
<b>Company Profile</b> Unique company profile page on SchoolFinder.com. Drive student visitors and traffic to your recruitment pages and employment opportunities. Branded banner and video options are included.	Included	Included	Included
<b>Banner Ads</b> Placement available across the entire platform with geo targeting. Standard sizes including mobile.		50,000 Impressions	100,000 Impressions
<b>Email Campaigns</b> Send targeted email campaigns based on more than 30 parameters including geography, field of study, age, gender, career interest, etc.		10,000 Names	20,000 Names
<b>Articles and Newsletters</b> Submit articles for newsletters and the Discover Section on the SchoolFinder Group sites. Articles are targeted to maximize effectiveness.		Included	Included
<b>Events</b> Promote recruiting events. Any student facing event or webinar can be listed in our event section and promoted on the homepages of our sites. All listings are geo-targeted to maximize each event's exposure.		Included	Included
<b>Lead Gen Program</b> Students can choose to opt-in to hear more from your organization. CASL compliant permission is collected and data passed along to you to continue nurturing the prospect.			Included
<b>Annual Costs:</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$15,000</b>