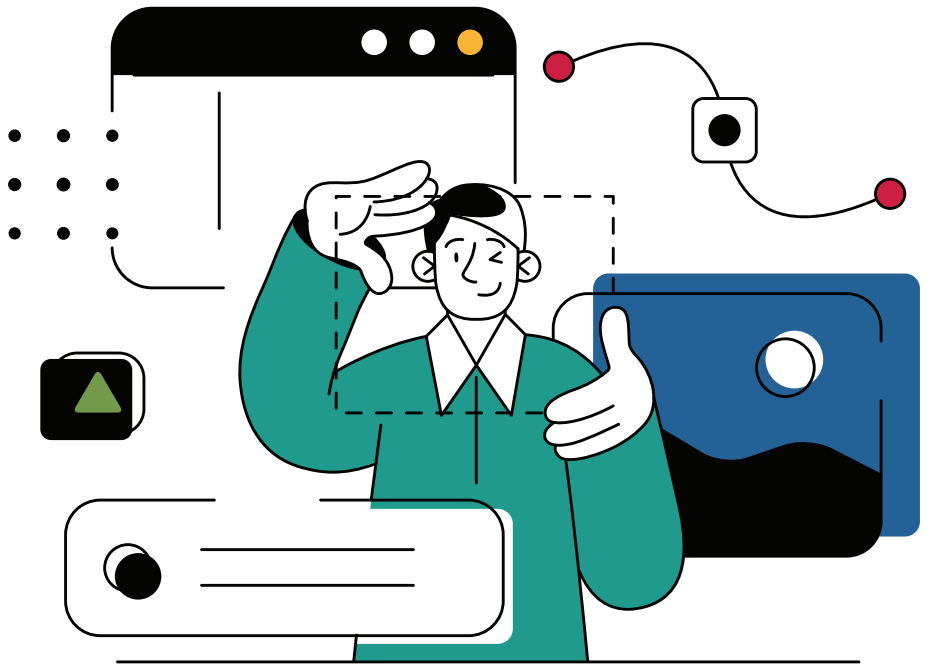




INTERNATIONAL  
SCHOLARSHIP &  
TUITION SERVICES

# Program Promotions Services



# Promote Your Program

Whether you seek to gain more applicants, refine your candidate pool or increase your program exposure, our promotions services are designed to help you achieve your objectives.

The ISTS Marketing team can propose a customized promotional plan based on your goals and budget that incorporates some or all of the following services:

- ✔ Consultation
- ✔ Email Outreach
- ✔ Graphic Design
- ✔ Press Releases
- ✔ Landing Pages
- ✔ Scholarship Listings
- ✔ Advertising
- ✔ Winner Publicity





## Consultation

Strategize to meet your program goals with our knowledgeable and creative team of marketers.

We can help you review and analyze your current program objectives, promotional efforts and statistics to enhance your program results.

**\$125 per hour**



## Graphic Design

Spruce up your next promotional campaign by having our internal design team create your printed collateral or digital materials with a customized look.

We can design custom logos, postcards, posters, web banners and more.

Printing and distribution services are available upon request for additional fees.

**\$175 per hour**



## Landing Pages

Centralize all information for your program on a branded landing page designed, hosted and maintained by ISTS. This custom webpage can provide a description of the program, including eligibility criteria and instructions to apply, as well as a direct link to the online application login page.

The URL for this landing page can be placed on printed materials/digital resources and the page can serve as a hub for important updates throughout the year.

**Starting at \$2,500 for initial development + \$500 annual hosting fee**





## Advertising

### **ScholarUp Sponsorship**

*ScholarUp* is your source for connecting with applicants. By sponsoring this free guide to scholarships and higher education, you can reach more than 15,000 subscribers from the U.S. and beyond. The student community maximizes your exposure through a monthly e-newsletter, blog, X feed and Facebook page.

**Starting at \$350**

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### **Social Media Sponsorship**

Reach your candidate pool where they are: social media! We can ensure your program is seen by the right students through a sponsored ad. From location to age group, interests and more, the audience can be customized to align with even the most targeted criteria. On average, social media sponsorships have a potential reach of more than 100,000 people.

**Custom pricing based on budget and ad specifications**

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### **External Partners**

ISTS partners with reputable, student-focused organizations to coordinate a variety of placements including ads, sponsorships and featured listings. For budgets large and small, we can get your program in front of college-bound students around the world.

**Pricing varies by vendor**



## Email Outreach

Communicate with current and potential applicants with our targeted e-mail campaigns. Our internal database serves as an exclusive resource for generating e-mail distribution lists or we can incorporate any lists you provide.

Campaigns are customized to your specific program objectives and ideal audience.

**Starting at \$250 per campaign**





## Press Releases

Spread the word about your program! We can craft an informative press release to introduce your program or announce important milestones and events.

**\$750 per release**



## Scholarship Listings

Discover new sources of applicants by having ISTS list your program on today's most popular and legitimate scholarship search websites.

**Starting at \$100 per listing**



## Winner Publicity

Spotlight your award recipients with a professional and sharp online or print profile featuring a short biography and photo.

**\$100 per profile**

# Launch Package

Our standard program launch package includes our most popular service offerings:

✓ **Digital Collateral**

ISTS will design a full-color, branded 8.5in x 11in flyer or 11in x 17in poster, with content such as a program overview, QR code or link to apply and key dates. Includes two rounds of edits. ISTS will provide a print-ready file to the client.

✓ **Social Media Posts**

ISTS will spotlight your program on the *ScholarUp* Facebook page and X feed. Includes one post on each platform with an accompanying image/logo and two rounds of edits.

✓ **Email Campaign**

ISTS will send one email blast to a list of potential applicants (up to 5,000 addresses) from our internal database. Includes copywriting, setup and list maintenance and two rounds of edits.

**OR**

✓ **Press Release**

ISTS will announce the launch of your current program cycle. Includes copywriting and distribution to college media outlets across the U.S. and two rounds of edits.

*We will provide our recommendation for the best approach, based on your program details and intended audience.*

**\$1,500 one-time fee**



# Contacts

For more information on ISTS promotional services,  
please contact:

Your Program Administrator or Program Coordinator

or

Carissa Willcoxon  
Director of Marketing  
[cwillcoxon@applyISTS.com](mailto:cwillcoxon@applyISTS.com)





International Scholarship and Tuition Services, Inc. (ISTS)  
40 Burton Hills Boulevard, Suite 170  
Nashville, TN 37215

[www.applyISTS.com](http://www.applyISTS.com)