

Study in Europe.

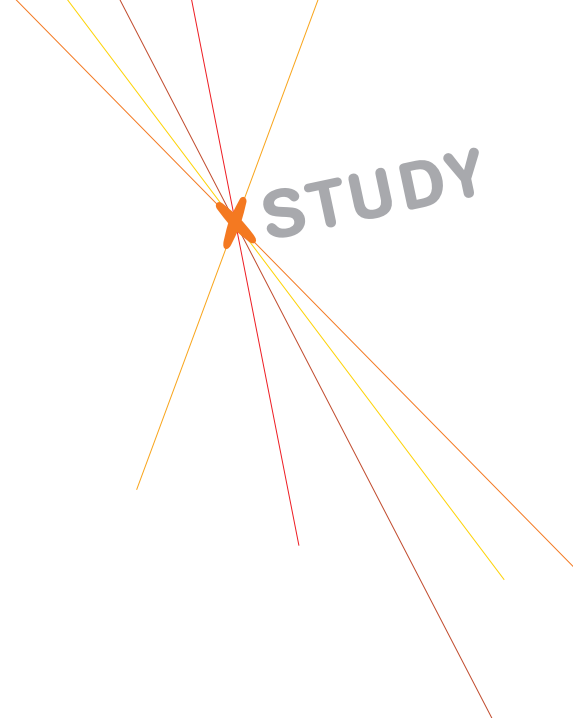
XSTUDY

xStudy.EU

Promote your Bachelor and Master programmes in Europe's **No. 1** directory & recruit students with our Course Profiles!



Only 90,- Euro for six months!



## Your benefit:

- ✓ Reach over 3 million prospective students
  - ✓ Be present and visible in the expanding European Higher Education Market
  - ✓ Multimedia presentation
  - ✓ No additional effort: we create the Course Profile for you
  - ✓ Full transparency
  - ✓ Unbeatable cost-benefit ratio
- Course Profiles on xStudy.EU are the easiest, most effective and lasting way to recruit students.
- Make students who speak your teaching language find your offers – regardless of whether they come from your own country or from abroad. With our Course Profiles you will reach them all!

## Current:

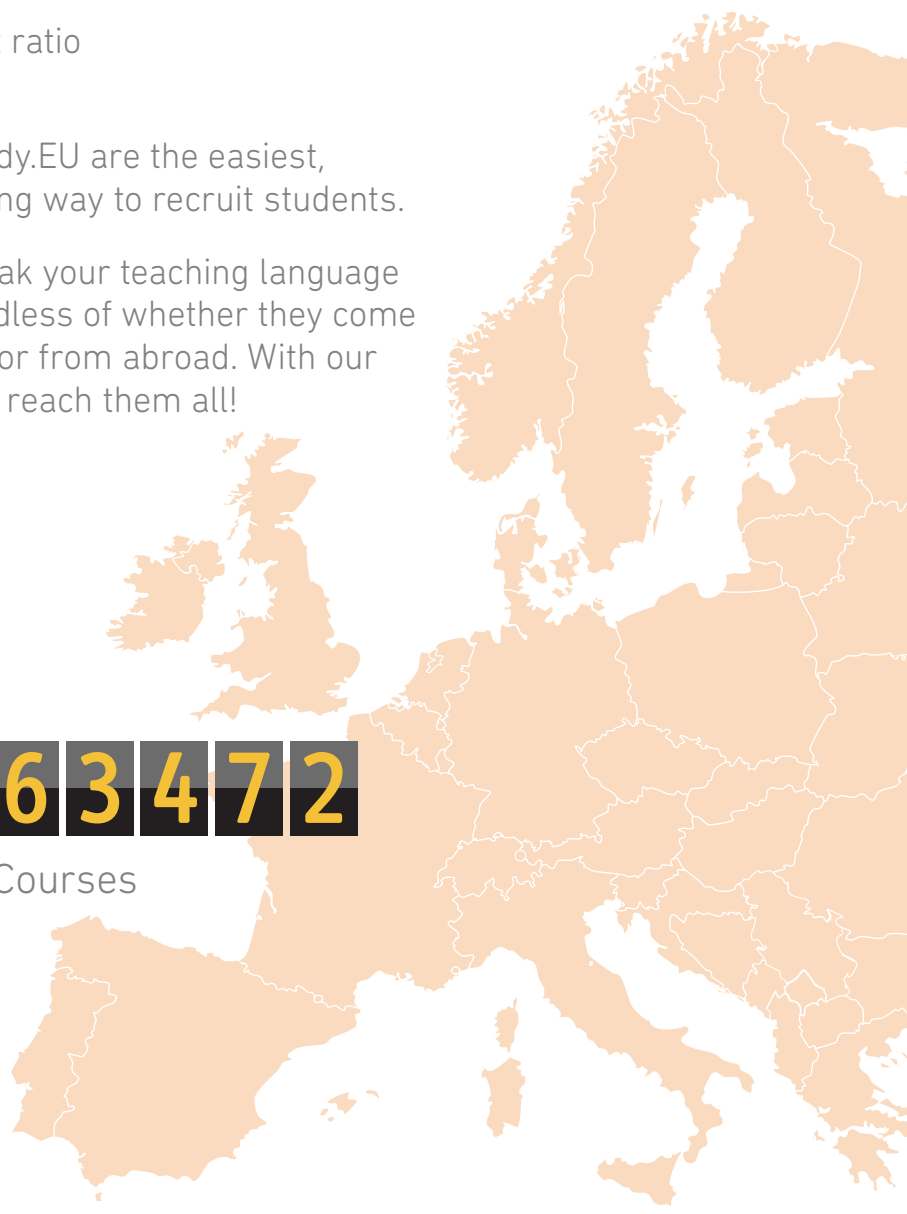
January 2012

01383

Universities

63472

Courses

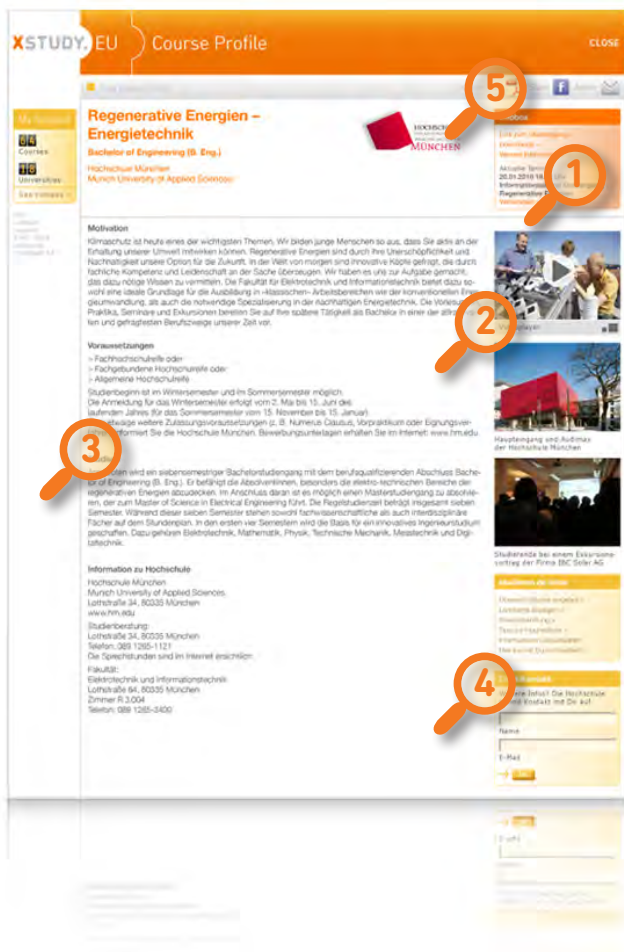


## Discover the Course Profile & see how it works!

Promote your study offers. It's easy, it's efficient – and it's necessary: Europe's university landscape is changing. As a result of the Bologna Declaration in 1999 steps were taken to consolidate the higher education system in the European Community. Since then more and more students are taking advantage of this new freedom and exploring thousands of new opportunities: Times never have been better to study abroad. But where to go? For students the internet is the No. 1 medium for finding out: it's fast, it's easy, it's comprehensive – and so are Course Profiles on xStudy.EU.

On xStudy.EU students will find and consider your study offers – regardless of whether they live in your own country or come from abroad.

### Features:



- 1 **Course Profile synopsis:** Brief, concise information on your curriculum
- 2 **Multimedia:** We integrate your videos and photos
- 3 **Detail text:** Make it easier for applicants to choose a curriculum: What is unique about your curriculum? What is the content, what are the admission prerequisites and what are the future career possibilities?
- 4 **Direct contact (optional):** Generate leads
- 5 **PDF function:** Converts your Course Profile into an attractive PDF file which can be saved and printed as often as necessary, also for your use on location.



## More Features:

A screenshot of the xStudy homepage. At the top, there are two digital-style counters: '01383 Universities' and '63475 Courses'. Below these is a 'Search now!' button with a magnifying glass icon. A map of Europe is partially visible with 'Spain 336' highlighted. Below the search area are two sections: 'Last minute admissions' with a 'more >' link and a photo of a university entrance, and 'Fields of study' with a photo of a library. At the bottom, a section titled 'Discover the latest Course Profiles:' features a magnifying glass icon over an 'INFO' badge and a snippet of a course profile: 'Master of Business Administration in Marketing, 100% online', 'Master: Business Administration [M.B.A.]', and 'University of Liverpool, Liverpool, United Kingdom'.

### Latest Course Profiles on xStudy.EU

The 20 latest Course Profiles are announced in a prominent position on the xStudy.EU homepage, our showcase Internet presence. Most users enter our portal via this page. Anyone represented here will be impossible to overlook.

A screenshot of a list view of course profiles. Each entry is a row with a magnifying glass icon over an 'INFO' badge on the left. The entries are:

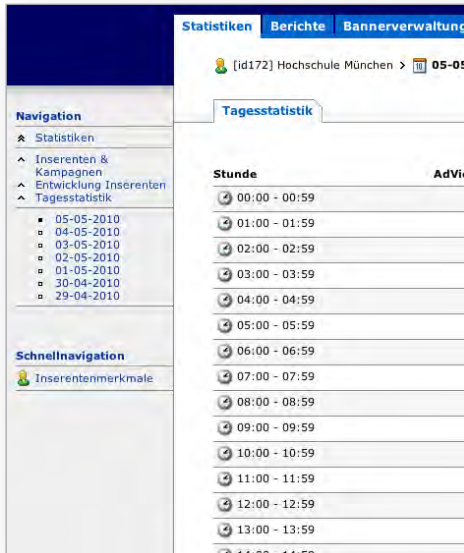
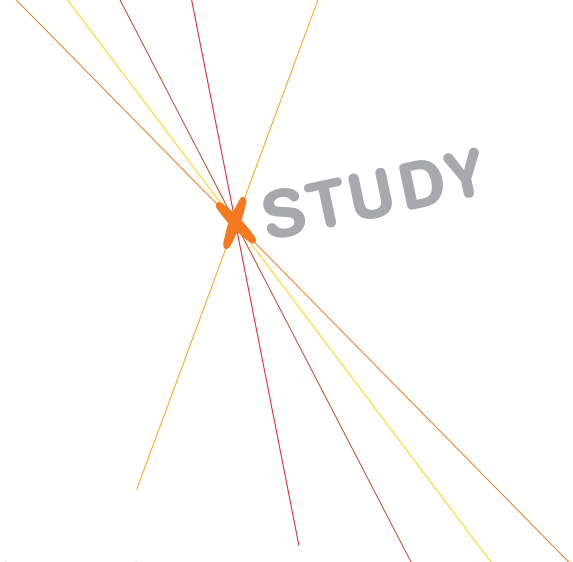
X	<b>Accounting, Auditing and Taxation</b> Master: Arts [M.A.] Hochschule Bochum (Bochum University of Applied Sciences), Bochum, Germany	Germany	📖
X	<b>Accounting, Auditing and Taxation</b> Master: Arts [M.A.] Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen, Nürtingen, Germany	Germany	📖
X INFO	<b>Accounting, Taxation and Finance</b> Master: Science [M.Sc.] Martin-Luther-Universität Halle-Wittenberg, Halle (Saale), Germany	Germany	📖
X P	<b>Adaptronik</b> Master: Science [M.Sc.] PFH Private Hochschule Göttingen, Campus Stade, Stade, Germany	Germany	📖
X	<b>Addiction Prevention and Treatment</b> Bachelor: Science [B.Sc.] Katholische Stiftungshochschule München, Munich, Germany	Germany	📖
X	<b>Administrative Sciences</b>	Germany	📖

### List view with eye catcher

Entries linked to profiles are visually highlighted with **INFO** in subject-specific and school-specific lists. Thus your curriculum stands out above the remaining study programmes and is much more noticeable to the user.

### Keyword Search – Course Profiles on top

Our full-text search also covers the descriptive texts of the Course Profiles. This means that the interested applicant can search for specific study content and can find your study programme via a wide variety of keywords. The Course Profiles are positioned at the very top in the hit lists: When searching, the first thing the applicant will see is your curriculum.



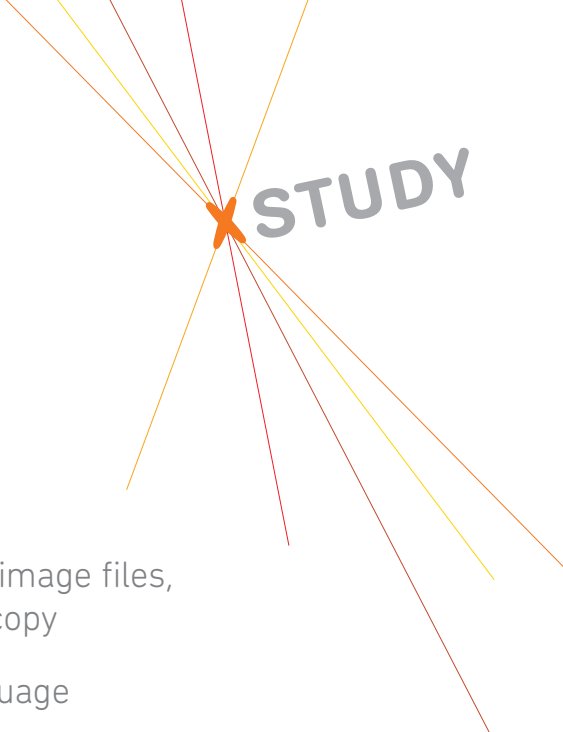
### Live Reporting on the xStudy Ad-Server

Benefit from our technical expertise: We can offer you an up-to-date daily report on the success of your profile. How many times was your profile viewed, how often were applicants forwarded to your pages? This renders your positioning on xStudy.EU even more transparent.



### XML API interface

We have defined an interface making it easy to transfer university data and information via XML. Absolutely comfortable: Data transfer works automatically with just a single mouse-click.



## See how we work!

1. Send us materials on your programme – Weblinks, image files, video, PDFs, flyers, textdocuments – online or hardcopy
2. We create your Course Profile in your teaching language
3. We send you the preview
4. You approve
5. We publish
6. We measure your success (Live Reporting)
7. Changes or updates are possible at any time
8. We will notify you before your Course Profile expires

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## Price list 2012

Publication of your Course Profile for 6 months	90 Euro
Creation of your Course Profile (once off fee)	30 Euro
live reporting (once off fee)	20 Euro
<b>Extension</b>	
Extension for further 6 months	90 Euro
Extension up to one month before expiration	5% discount
<b>Quantity discount</b>	<b>Discount on publication fee</b>
from 5 course profiles	5%
from 10 course profiles	10 %
from 20 course profiles	15%
from 50 course profiles	20 %
from 100 course profiles	30%

## Contact



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