



**Introduction:** Big Clic Inc. ([www.bigclic.ca](http://www.bigclic.ca)) is a strategic marketing and application development company with strong roots in the post secondary education market.

## AGENCY SERVICES

### CUSTOM STRATEGIC CAMPAIGN DEVELOPMENT – excluding media

Acquisition	Blended agency rate: \$125/hour
Conversion	Blended agency rate: \$125/hour

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### COST PER LEAD (CPL)

General CPL pricing	\$70
Single campus and/or program/area of study specific	\$80
Ourstudentportfolios.com	\$90

- *Adjustable quarterly campus lead cap options available*
- *Additional lead filters and zone geo-targeting available – TBD*

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### ADDITIONAL AGENCY SERVICES

Consultation, strategic development, creative development, application development, media planning/buying, database development/management, training and tech support.	Blended agency rate: \$125/hour
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**Introduction:** School Portfolio Connect ([www.schoolportfolioconnect.com](http://www.schoolportfolioconnect.com)) also owned and operated by Big Clic Inc, is a self-managed online portfolio tool which serves a school's student portfolios into any number of site models we own and operate to address the objectives of a school's admissions; career/student services; registrar; and, or web development departments. Sites include, but are not limited to:

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**Admissions:**

[www.ourstudentportfolios.com/home.aspx](http://www.ourstudentportfolios.com/home.aspx)

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

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

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**Career/Student Services:**

<http://ai.ourstudentportfolios.com>

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**Registrar:**

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

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**Web Development:**

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

For details, please visit: [ADMISSIONS PORTFOLIO CONNECT](#)

### ADMISSIONS PORTFOLIO CONNECT – generate highly qualified leads

#### **Includes:**

- >> Unlimited student/grad portfolio tool access
- >> Unlimited administrative tool access
- >> Unlimited portfolios served on [Our Student Portfolios](#)
- >> Portfolio hosting
- >> Set monthly lead volumes
- >> Highly qualified leads sent to school inquiry platform in real-time
- >> Auto-confirmation email sent to admissions notifying them of each inquiry
- >> [PortfolioRoom](#) used to lift your inquiry conversion, or to include in your own marketing campaigns.

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#### **Price:**

No set-up fee

\$90 CPL (cost/lead)

PortfolioRoom - \$199 per school/month

For details, please visit: [CAREER SERVICES PORTFOLIO CONNECT](#)

## CAREER SERVICES PORTFOLIO CONNECT – lift placement rate

### Includes:

- >> Pending Graduate/Graduate portfolio tool access
- >> Unlimited administrative tool access
- >> Unlimited employer registration for employer tool access, job postings and event registration.
- >> Portfolios served on career services sites developed for you
- >> [School](#), [campus](#), and [corporate](#) sites all included
- >> Alumni portfolios are served on [Our Student Portfolios](#) and can be used to generate leads by your school admissions department.
- >> Free emails to invite employers to register and use the tool.

### Price:

No set-up fee.

Portfolio access for up to 100 students/graduates: \$1,000 per year  
up to 500: \$1,700  
up to 1,000: \$2,400

Additional increments of 500: Add \$700 for every additional 500 students/graduates access you require.

### Additional Fees:

*Help Desk and Technical Support:* First month free.

Additional help and technical support billed at \$125/hour, in 5 minute increments.

*Portfolio Review Emails:* \$500/per email plus deployment costs of \$10/M.

*Portfolio Review Postcards:* Vary by project, please contact us for an estimate.

### Bandwidth Fees:

\$2.00 per Gigabyte, charged quarterly to corporate headquarters.

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### **CAREER SERVICES PORTFOLIO CONNECT – lift placement rate**

After your initial 12 month contract expires, you choose if you wish for those students who have built portfolios to:

- A. Continue to appear on your career services site\*\*\*\*
- B. Be deleted entirely from your site
- C. Be closed and moved to a site where they are no longer the responsibility of the Career Services Dept.\*\*

\*\* If you choose to close and move the portfolios, the student/graduate is invited to accept FREE hosting of their portfolio on [www.ourstudentportfolios.com/home.aspx](http://www.ourstudentportfolios.com/home.aspx).\*\*\*

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\*\*\* The students/graduates and their portfolios will now act as ambassadors to the school at which time your admissions department can begin to use the portfolios to generate leads. Included is your own PortfolioRoom for your school, example: [www.ourstudentportfolios.com/ai.home.aspx](http://www.ourstudentportfolios.com/ai.home.aspx), which can lift conversion rates and be used for school admissions marketing

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\*\*\*\* Any remaining portfolios left on your site at the beginning of your next 12 month contract will become part of the access billing for the new year. Want more access? Simply go up to the next access level – the higher you go, the lower your per access fee becomes. Remember, you can move or delete any student/graduate portfolios you wish before your new billing year starts.

For details, please visit: [CUSTOM PORTFOLIO CONNECT](#)

### **CUSTOM PORTFOLIO CONNECT – generate engaging content for your site**

#### **Includes:**

- >> Unlimited student/grad portfolio tool access
- >> Unlimited administrative tool access
- >> Unlimited searchable portfolios served on your school site
- >> Full site integration
- >> Portfolio hosting

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#### **Price:**

No set-up fee

\$3,000/site per year

For details, please visit: [PORTFOLIOPASS](#)

### **PORTFOLIOPASS – accept online portfolios for admission, scholarships or feedback**

#### **Includes:**

- >> Unlimited applicant portfolio tool access for potential students
- >> Unlimited administrative tool access for portfolio review for:
  - admission to the school
    - portfolios showcase documents, images and reels
  - scholarships requiring portfolios
  - potential students looking for feedback
- >> Unlimited portfolios served on your [PortfolioPass](#) site
- >> Portfolio hosting

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#### **Price:**

No set-up fee

\$3,000/site per year



**Introduction:** [emailbank.ca](http://emailbank.ca) is a leading provider of one-to-one email marketing solutions that enable business professionals to create, deliver and analyze direct marketing campaigns and customer communications programs communications programs. The emailbank.ca client list includes Mercedes-Benz Canada, Home Depot Canada, Scotia Bank, CanWest Interactive, The Art Institutes, MBNA, HP, etc.

**GENERAL**

**EMAIL SERVICES**

Consulting, strategy, creative development,  
list management, database, optimization, tracking

Blended agency rate: \$125/hour

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Deployment and analysis

\$10/M

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