

## RATE CARD 2009

---

### Marketing Services

Blended Agency Rate \$125/hour

[view online](#)

---

### Lead Generation Services

Blended Agency Rate \$125/hour

### CPL Lead Generation on Our Education Network

Set-Up Fee: \$2,500

Bandwidth: \$3.00 GB

CPL: \$70 - \$140/workable lead

Targeting: \$10/additional filter

[view online](#)

---

### Conversion Services

Blended Agency Rate \$125/hour

Email Deployment: \$10/1,000

Conversion Packages: \$7,500/QTR

[view online](#) | [pg. 4](#)

---

### Application Development

Blended Agency Rate \$125/hour

[view online](#)

---

### Consultancy

Hourly Fee: \$125/hour

Monthly Retainer Available

[view online](#)

---

### SCHOOL PORTFOLIO CONNECT

Set-Up Fee: \$2,500

(option to turn on any/all products for single fee)

Bandwidth: \$3.00 GB

### Custom Portfolio Connect

Yearly Fee: \$7,000

### Admissions Portfolio Connect

Lead Cost: \$140/CPL

Additional Targeting: \$10/filter

PortfolioRoom: Included

### Career Services Portfolio Connect

Portfolio Access for Students/Grads

Up to 100: \$2,000/year

Up to 500: \$2,700/year

Up to 1,000: \$3,200/year

Up to 1,500: \$3,900/year

Additional 500: Add \$700

[view online](#) | [pg. 2](#)

---

### PortfolioPass

Set-Up Fee: \$2,500

Yearly Fee: \$7,000

Bandwidth: \$3.00 GB

[view online](#) | [pg. 3](#)

---

## INTRODUCTION

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

[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. The emailbank.ca client list includes Mercedes-Benz Canada, Home Depot Canada, Scotia Bank, CanWest Interactive, EDMC (The Art Institutes), MBNA, HP, etc.

**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.

### Our sites include:

[artimation.ca](http://artimation.ca)

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

[http://www.ourartschool.com/artinstitutes/](http://http://www.ourartschool.com/artinstitutes/)

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

[www.ourculinaryschool.com/artinstitutes.com](http://www.ourculinaryschool.com/artinstitutes.com)

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

[www.ourdesignschool.com/artinstitutes.com](http://www.ourdesignschool.com/artinstitutes.com)

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

[www.ourfashionschool.com/artinstitutes.com](http://www.ourfashionschool.com/artinstitutes.com)

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

[www.ourmediaartsschool.com/artinstitutes.com](http://www.ourmediaartsschool.com/artinstitutes.com)

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

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

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

[www.ouruniversityandyou.com/southuniversity](http://www.ouruniversityandyou.com/southuniversity)

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

[www.ourstudentportfolios.com/ai](http://www.ourstudentportfolios.com/ai)

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

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

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

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

[www.studypart-time.com](http://www.studypart-time.com) (coming soon)

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

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

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

[www.winecollege.ca](http://www.winecollege.ca)

## SCHOOL PORTFOLIO CONNECT

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.

## 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

Example:

<http://custom1.ourstudentportfolios.com/artinstitutes/>

For more details, please visit:

[Custom Portfolio Connect](#)

## ADMISSIONS PORTFOLIO CONNECT - generate quality leads for admissions

---

**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
- >> Monthly lead cap available

Value-Add:

- >> [PortfolioRoom](#) used to lift your inquiry conversion, or to include in your own marketing campaigns.

Example:

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

For more details, please visit:

[Admissions 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 by admissions for lead generation and conversion.
- >> Free emails to invite employers to register and use the tool.

### ADDITIONAL FEES:

#### Training:

Initial WebEx training session:	Free
Any additional training required in first month of use:	Free
Any additional training required beyond first month of use:	\$100/hour session

Example:  
<http://ai.ourstudentportfolios.com>

For more details, please visit:  
[Career Services Portfolio Connect](#)

## PORTFOLIO PASS - accept portfolios online as part of the application process or in conjunction with scholarships/contests or for lead generation via portfolio feedback

---

### Includes:

- >> Unlimited applicant portfolio tool access for potential students
- >> Unlimited administrative tool access for portfolio review for:
  - \* Admission to the school
    - portfolios showcase reels, images and documents
  - \* Scholarships requiring portfolios
  - \* Potential students looking for feedback
- >> Unlimited portfolios served on your PortfolioPass website

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

For more details, please visit:  
[PortfolioPass](#)

## CONVERSION PACKAGES

### FEATURES

---

- Email planning & strategy (blocking chart, event calendar, etc.) - quarterly calls scheduled
- Large menu of email templates to choose from
- Quick turnaround time for last-minute emails (depending on email requirements)
- Custom emails available: objective given to and created by Big Clic Inc. unless national event, such as Open House, Scholarships, etc.)
- Monthly email campaign performance reports

### BENEFITS

---

- Increase re-inquiries
- Boost conversion
- Lift start rate
- Calls to action specific to stage in prospect life cycle: event registration, set an appointment, request info
- E-Lead compliant forms and sites used are the same as those used for acquisition and include the same benefits
- Large library of work allows for easy adaptation of successes across schools or can be used regionally or nationally
- Fully optimized creative is tested on all mail clients, platforms and O/S
- Big Clic Inc. white-listed on all major ISP and has Bonded Sender Certified status to allow for high deliverability and CTR rates

### PACKAGES

---

#### WEEKLY CAMPAIGN

**\$7,500 per Quarter\***

##### TARGET SPECIFIC SEGMENTS OF YOUR LEADS EACH WEEK:

- Welcome Email - goes to each new lead from previous week
- Set An Appointment - goes to each lead who inquired, but did not set appointment from previous week
- Missed Appointment - goes to each lead who set an appointment, but did not show from previous week
- Interviewed, No App - goes to each lead who interviewed, but did not apply from previous week
- Cancelled Application - goes to each lead who cancelled an application from previous week

#### QUARTERLY CAMPAIGN

**\$7,500 per Quarter\***

##### 15 EMAILS PER QUARTER - CAN INCLUDE ANY OF THE BELOW:

- Events (Open House, Information Sessions, Summer Camp, etc.)
- Program or Area of Study specific (Fashion, Culinary, etc.)
- High School targeted leads
- General targeted leads
- and more...[contact us](#) for more examples

#### START RATE CAMPAIGN

**\$7,500 per Quarter\***

##### 15 EMAILS PER QUARTER - CAN INCLUDE ANY OF THE BELOW:

- Events (Jump Start, Orientation, Financial Planning Workshops, etc.)
- Program-specific newsletters
- Cancelled application - target leads who have applied and then cancelled
- and more...[contact us](#) for more examples

#### CUSTOM CAMPAIGNS AVAILABLE

CAMPAIGNS CAN BE CREATED BASED ON YOUR OBJECTIVES

*\*or 60 hours of work*

## CONTACT

### **Jon Hill - President**

---

e: [jon@bigclic.ca](mailto:jon@bigclic.ca)

p: 416-264-5293

### **Kristy Wieber - VP Marketing/Account Services**

---

e: [kristy@bigclic.ca](mailto:kristy@bigclic.ca)

p: 647-343-7304

### **Lien Truong - Senior Account Executive**

---

e: [lien@bigclic.ca](mailto:lien@bigclic.ca)

p: 416-271-9931