

Introducing An Outstanding Online Marketing Opportunity



The advertisement features a blue background with a pattern of concentric white circles. At the top, the text "Advertising With" is written in large white font. Below this, a black rectangular box contains the text "The All About Website Portfolio" at the top. Inside the box is a 3x4 grid of 12 small images: a red smiley face, a blue smiley face, a person in a white lab coat, a scale of justice, a skull, a globe, a person in a white lab coat, a blue abstract pattern, a brain, the Greek letter Psi (Ψ), a blue question mark, and a person in a white lab coat. Below the grid, the text "Media Pack 2011" is written in large yellow font.

The **All About** Website Portfolio consists of three pre-eminent online information resources built around the teaching and research interests of the owner.

Key Statistics

- Over 120,000 monthly unique visitors.
- Over 4.5 million page views in 2010.
- Over 4,000 content pages.
- Over 6000 newsletter & mailing list subscribers.
- Over 2,000 Twitter followers.
- Over 30,000 facebook fans.

A Verifiable Advertising Platform



The **All About** Website Portfolio commands top organic search engine listings for hundreds of keywords which demand a high cost per click within online learning and degree related sponsored advertising campaigns.

If you do a Google search for information on forensic psychology or forensic science there is a very good chance that a content page from one or more of the websites within The **All About** Website Portfolio will feature on the first page of the organic search results, and in many cases as the very first listing. This is also the case for equivalent searches conducted with other major search engines (yahoo, Bing, Ask).

A very high profile within organic search engine listings is something existing clients often cite as a major reason for advertising with The **All About** Website Portfolio.



"I was looking to promote our recently launched Master of Science in Forensic Psychology and Criminal Investigation and came across The All About Forensic Psychology website having noticed its prominent presence in the search engines. I, therefore, decided to book a campaign and test the results. The campaign has now been running for 8 months and I am very pleased with the results; so much so, I am already planning the launch of our next Psychology degree in conjunction with The All About Website Portfolio."

Silvana K. Tafur Yasuda: Web Media Buyer: Laureate Higher Education Group.

Advertising & Sponsorship Opportunities

Selective clients will now be able to associate their business, product or service directly with the vision, development and growth of The **All About** Website Portfolio.

Direct Advertising

Subject to availability, a rectangular advertising space (300 X 250) can be secured at the top of any content page within the three main websites (All About **Forensic Psychology**, All About **Forensic Science**, All About **Psychology**).



The screenshot shows the website header with the URL "ALL-ABOUT-FORENSIC-SCIENCE.COM" in gold text on a dark purple background. Below the header is a navigation menu with 15 items: Home, Introduction, What is F. Sci?, F.Sci History, Criminalistics, Trace Evidence, Forensic Ballistics, Crime Scene Info, Forensic DNA, Forensic Serology, For. Pathology, For. Toxicology, Computer Foren's, and For. Accounting. To the right of the menu are five small square images: a microscope, laboratory glassware, a blue-tinted image of particles, a person in a lab coat, and two white skulls. Below these images is the heading "Forensic Science Degree Programs" in bold blue text. Underneath this heading is a text box with the heading "This would be your advertising space" in bold black text, followed by a paragraph: "Selective clients can look forward to securing exclusive advertising space (300 X 250) **above the fold** on a high traffic, high value landing page URL within the **All About** Website Portfolio."

Direct Advertising Rates

In determining the cost of advertising space for a particular content page within the All About Website Portfolio two main factors are taken into account:

Exposure: How much website traffic does the content page generate? How visible is the content page within the major search engines?

Commercial Value: What is the average cost per click value associated with the search term that the content page is built around? How many other high value search terms are associated with the content page?

Based on this quantifiable approach it becomes possible to establish a sense of how much it would cost to replicate the performance of each content page within a Pay Per Click campaign. These content pages are then offered to clients at a fraction of this projected cost.

Direct advertising slots are available from as little as **\$299 per month**.

Client Focused Advertising Campaigns

If you have a monthly budget in mind we would be happy to put together a campaign proposal for you to consider.

As an example of a campaign and associated costs, one of our clients secured advertising space on six high traffic web pages. The client provided their own creative banner (ad), supporting text and link (complete with tracking code). This ad also appeared in a monthly edition of the All About Psychology newsletter. For this particular campaign, this European based client was paying €3000 EUR (approximately \$4000 USD) a month.

Contact Us

If you are looking to promote anything connected with Psychology or Forensic Science and would like to discuss how The All About Website Portfolio can help, e-mail Louise today. shumdw@gmail.com