



Chalksmart

FIND INTERNATIONAL SCHOOLS IN ASIA.



chalksmart.com



2016
MEDIA KIT

ABOUT

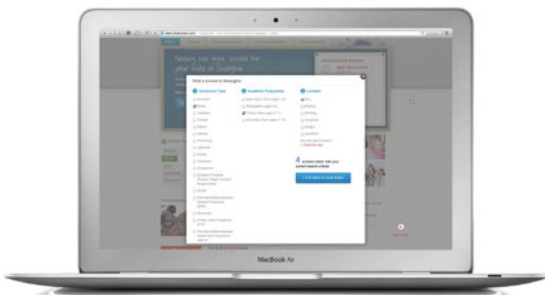
Chalksmart.com

Chalksmart is an online platform that was founded by expat parents and experts in the education field to fill the online gap about international schools in Asia.

The online platform has also been designed with international schools in mind so that they can present their institutions to prospective parents.

Chalksmart also provides parents with an easy-to-use, local, informative, objective and up-to-date guide aimed at helping them find the right school for their children.

Currently, Chalksmart covers SHANGHAI, with more cities opening soon.



The Search Genius

Behind Chalksmart's popularity is the Chalksmart Search Genius Engine.

School location, pricing, curriculum type and program feature prominently – making it easy for parents to find the right school for their children, and then compare and make their short list.

The Chalksmart team spends time with each school to ensure the data is accurate and up-to-date, and schools can login and update their own information as well.

“I love the site and how we could fine-tune our search immediately!”

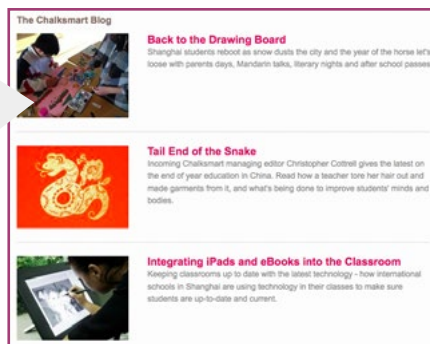
Mrs. Joyce Greenfield, USA

CONTENT

Editorial Innovation

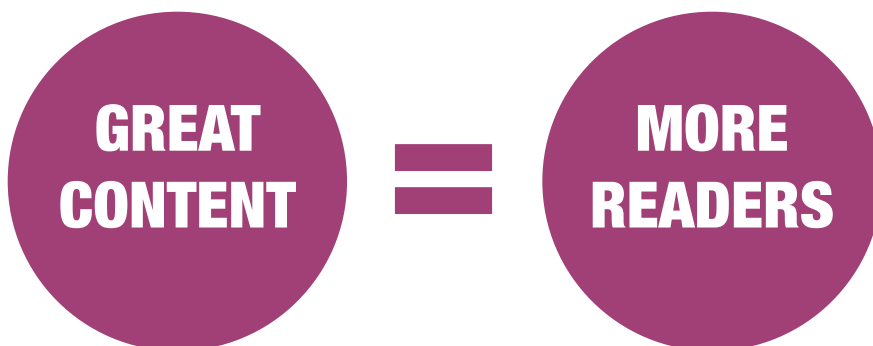
Content Marketing is the key to winning today's jaded customers. We create original news and events listings, and high quality feature stories and blogs. We give a hard look into education services, as well as news that is shaping the way schools operate – providing valuable content for parents, as well as educators and administrators.

We are especially proud of our exclusive and unmatched China coverage.



Our editorial team has unmatched coverage of the education market in China. We are also highly aware of the education market's movements across Asia.

- original blog content
- daily updated school news
- upcoming school events
- constantly updated school data
- interviews with teachers and educators
- guest blogs from leading educators, as well as other experts



STATS

At-a-Glance Site Statistics

Visitors per day	70-120
Avg. time spent on site	5 minutes
Avg. pages per visit	5 pages
Percentage are new visitors	65

Countries of origin: USA, Canada, UK, Australia, China

Traffic Sources: Google organic search, Google Adwords, linked content

Who do we target?

Chalksmart provides comprehensive information about international schools to parents and families who are based in Asia or are coming here. These families are new to China, not familiar yet with their new surroundings and are searching for the right school for their children. Our stronghold now is Shanghai, and we are expanding rapidly.

Unlike Shanghai-based print publications, Chalksmart is able to target parents when they are in their decision-making mode – usually before they even reach Shanghai. Whereas we have exclusive and hands-on coverage with the international schools, this also means that a good chunk of our core readers are international school parents. They include diplomats, CEOs and executives of international Fortune 500 firms, leading entrepreneurs, and other powerful international minds.

With all of these challenges and concerns in mind, it is important to provide expat parents with an online source that contains reliable, up-to-date as well as accurate information about schools and general information about living in Shanghai.

The ONLY site designed exclusively for parents looking for international schools in Asia

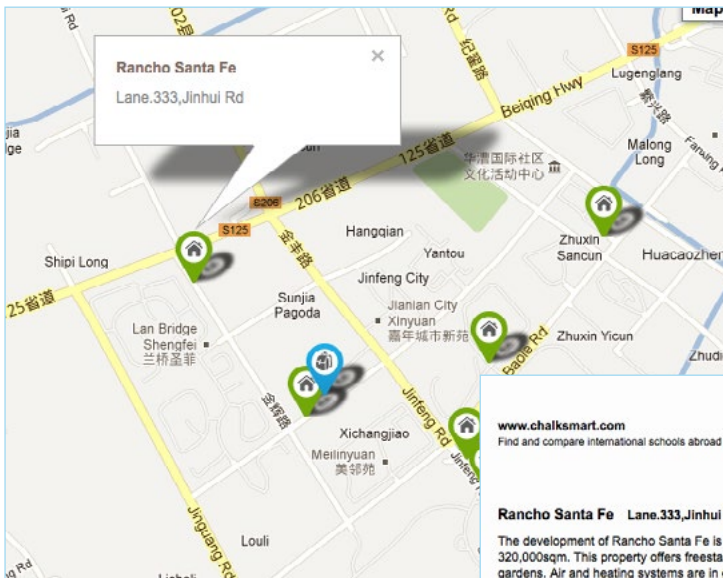


ADDED VALUE

Content Plus

FIND HOUSING

Apartment and villa descriptions combined with a rich map function help parents find an apartment or villa nearby the school.



www.chalksmart.com
Find and compare international schools abroad Print

Rancho Santa Fe Lane.333,Jinhui Rd

The development of Rancho Santa Fe is divided into three phases, occupying a total area of 320,000sqm. This property offers freestanding Spanish-style villa units with large private gardens. Air and heating systems are in good condition. Magnificent architecture and huge green area and lanes. Location is excellent and convenient.

Type	Villa
Facilities	Indoor & outdoor swimming pool, restaurant, gym, cafe, meeting room, children's playground, convenience store. TV Channel: CNN, ESPN, DISCOVERY, BBC, HBO
Chinese Name of Compound	兰乔圣菲
City District	Minhang
Address (English)	Lane.333,Jinhui Rd
Address (Chinese)	金辉路333弄

ADVERTISING

Features & Pricing

PREMIUM LISTING

Upgrade from a standard listing to a **PREMIUM** listing to attract more potential students to your school.

Monthly fee: 6,200 RMB/school (includes all campuses)

Minimum 6 month contract

10% discount for 1 year contract

2016

SCHOOL LISTING PAGE UPGRADE

- School photos (10/campus)
- School video (1/campus)
- PDF brochure download
- Enhanced listing information

EDITORIAL PLUS

- Front page blog story (1/month) - guest teacher blog or Chalksmart writer
- Front page news coverage
- Front page banner
- Hub page with all campuses and school introduction
- Interview with principal or teacher
- News coverage (up to 3/month)
- Priority event coverage
- Newsletter logo and mention
- Regular posting on Facebook, Google+ and Twitter
- Video interview or coverage x3 (for year contract)

OPTIMIZED RESULTS

- **Priority listing** at top of search results
- New **Search Results Page**
- **Save Shortlist** feature
- New Front Page search

TEAM

Editorial & Digital

Chalksmart was founded by parents, educators, web experts, marketers and professional writers and editors. We are based in Shanghai.

The Chalksmart editorial team is a spirited group of committed education writers and observers. They include insightful commentators from the education community. Chalksmart is owned by a digital agency and a marketing agency.

CONTACT US

Advertising/upgrade to premium listing
info@chalksmart.com

Chalksmart hotline
+86 21 6119 7239