



**TUTORINDEX**

## **MEDIA KIT**


**WEB:** [WWW.TUTORINDEX.CA](http://WWW.TUTORINDEX.CA)  
**EMAIL:** [INFO@TUTORINDEX.CA](mailto:INFO@TUTORINDEX.CA)  
**TEL:** 1.800.610.5320  
**FAX:** 1.800.850.1690


# WHAT IS TUTOR INDEX?


- Tutor Index is an interactive website that helps students, parents and teachers connect with tutors across Canada.
- Our online directory lets individuals search for tutors by geographic area or subject.
- We make it easy for students, parents and faculty members to learn more about your services and contact you via email, phone, your website or through the Tutor Index Forum.
- Tutor Index is recognized by major search engines as a credible website for individuals searching for tutors across Canada.
- We engage in continuous search engine optimization, sponsored link advertising, and many other marketing campaigns to maintain our visibility online and place our site where your target market is searching for tutors.




# ADVERTISER BENEFITS

 **Targeting.** Advertise with Tutor Index and gain access to students, parents and teachers who are actively searching for the services you offer.

 **Exposure.** Instantly increase your visibility with thousands of potential clients. Our search-engine-friendly website is easy to find online, and it places your business where students, parents and teachers are searching for tutoring services.

 **Affordability.** With rates starting as low as \$20 CAD for six months and \$30 CAD for one year, including tax, the cost of advertising on Tutor Index will pay for itself when you find your first new client.

 **No Contracts.** There are no contracts or long-term commitments when you advertise with Tutor Index. You can discontinue your ad(s) at any time without penalty.

 **Control.** You have access to create, edit or delete advertisements 24/7.

# ADVERTISING OPTIONS

Select from two advertising options: Directory Listings and Panel Advertisements. Multiple advertisement discounts are available for both types of ads.

**Directory Listings** are included in our searchable database on the center panel of the website. They consist of a link to your profile page; your email address; the cities where you offer your services; your tutoring rates; the subject areas and grade levels you tutor; a description of your services; and a personal profile image or company logo.

**Panel Advertisements** are display ads that are posted on the side panels throughout the entire site and can be linked to your website, profile page or Directory Listing(s). Panel Ads are rotated to guarantee equal visibility for all of our advertisers. You can create your own or let us design one for you for free.

### Directory Listing Example

Contact this tutor

City: Toronto

Rate: \$45 per hour

Levels: Childhood Education, Elementary, Middle School, High School, College / University, Adult Education

Subjects: Accounting, Algebra, Business, Calculus, Computer, Economics, Editing, English, Finance, Geography, Geometry, Grammar, History, LSAT, Law, Marketing, Math, Music, Political Science, Reading, Science, Sociology, Sports, Study Skills, Test Preparation, Vocabulary, World History, Writing

Description: In this section you can write a complete overview of your tutoring services. Provide your educational background, along with any experience you have in the subjects you tutor. The description is where you distinguish yourself from other advisers.

[Share](#)[View Profile](#)



## TUTORINDEX

### PANEL AD EXAMPLE

# ADVERTISING RATES


Tutor Index offers a variety of advertising options, so you can find one to fit your budget. With our multiple city discounts, you'll save 10 percent when you advertise in two to five cities and 20 percent when you advertise in six or more.


Advertising Option	Rate
Basic Directory Listing:	FREE
Premium Directory Listing for 6 Months:	\$20
Premium Directory Listing for 1 Year:	\$30
City Panel Advertisement for 6 Months:	\$50
City Panel Advertisement for 1 Year:	\$75
Provincial Panel Advertisement for 6 Months:	\$150
Provincial Panel Advertisement for 1 Year:	\$225
National Panel Advertisement for 6 Months:	\$450
National Panel Advertisement for 1 Year:	\$675





# MANAGING YOUR ADVERTISEMENTS

 **Register.** You must be a registered user to advertise on Tutor Index.

 **Create Your Ad(s).** Begin creating advertisements any time after you register for your Tutor Index account.

 **Listing Management System.** Our user-friendly listing management system makes it easy to create, update, edit and delete advertisements. The automated system gives you 24/7 access to your advertisements, so you can make changes at any time.

 **Pay.** When you have finished creating your advertisement, you will be prompted to enter your payment information and submit your ad for approval.

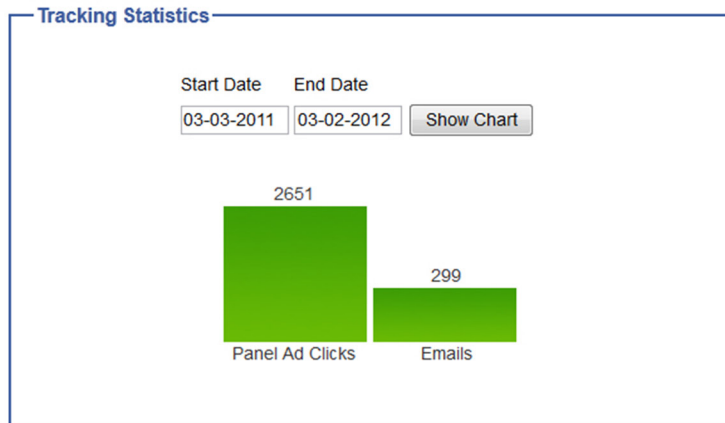
 **Wait for Approval.** All advertisements must be approved by Tutor Index before they are posted to our website. You will receive an email from us when your ad is approved and live on our site. Please allow up to 48 hours for this process.

# TRACK YOUR LEADS


After your advertisement is posted, track the effectiveness of your online marketing campaign by monitoring the number of leads you receive.


Tutor Index's online tracking system makes it easy for you to monitor the number of potential clients who:


- Email you
- Click on your Panel Ad





# WHY CHOOSE TUTOR INDEX?

 **It's Visible.** Tutor Index is optimized for search engine visibility, so your target market can easily find our website and learn more about you.

 **It's Easy.** Our user-friendly site makes it easy for you to manage your advertisements and for students, parents and teachers to locate you through geographic and subject area searches.

 **It's Measurable.** Tutor Index's online tracking system helps you measure the effectiveness of your advertisement(s).

 **It's Inexpensive.** Our low rates mean you don't have to break the bank to gain access to thousands of prospective clients.

 **It's Worry Free.** There are no long-term commitments or contracts when you advertise with Tutor Index. You can discontinue your advertisement(s) at any time.