



What we offer

In one word: we offer **Return On Investment**, because we know that it's what any company needs when they buy advertising. For this reason, ALL campaigns we sell are tailor-made. Our sales representative will help you to design the campaign that best fits the needs of your business. You can combine different options of spaces and formats within the same campaign. With IES you have the control over your results.

Reach 15 million people
Effective and affordable
Tailor-made advertising.

Our Sites

Internet Education Services (IES) offers opportunities in a network of over 100 sites. More than ad spaces, we provide advertisers with a well-targeted audience of consumers looking for information to travel, study and live abroad.



don Quijote.org

Our "Star" site. With over 800,000 visitors a month, don Quijote is one of the world's primary references on the Spanish language. It offers almost 80,000 pages of resources to learn languages, travel information, Latin culture and more.



Travel Guides

Or "About guides", are a series of 13 sites with travel information on cities in Spain, including Barcelona, Madrid or Granada. They have at least one aspect in common: most of their 200,000 monthly visitors are planning to travel to Spain.



Language Sites

Almost 40 small sites related to languages with an overall traffic rate of over 200,000 visitors a month. It's a perfect network for companies interested in improving their link popularity within a higher number of pages.



Partners – Variety with effectiveness

IES also acts as intermediate for selected partners. Our partnered network has over 50 sites with a combined traffic rate of over 500,000 visitors a month. Includes mostly sites about travel, education, languages and real estate.



Weekly lesson newsletter

Spanish lessons for 90,000 members of our online community, visitors motivated to learn Spanish at home. These visitors, largely young people (mostly university students) and teachers, are enthusiastic buyers of learning related products.

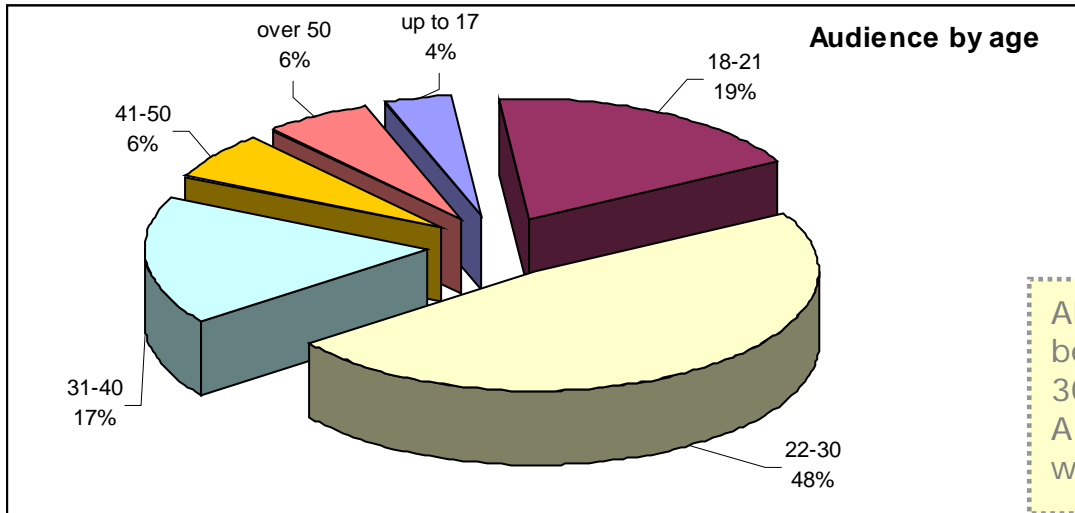


Monthly Travel Newsletter

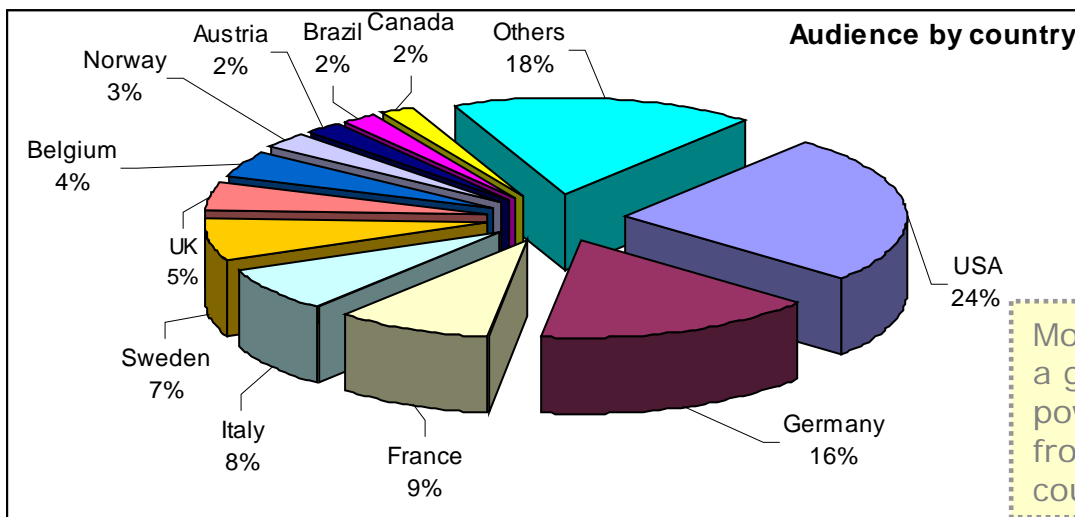
Tourist information for 110,000 people interested in traveling, learn a new culture, gastronomy, etc. Subscribers include a high percentage of professionals like lawyers, doctors and engineers. Ideal for travel related sites, such as car hire companies, hotels, etc.

Our Audience *

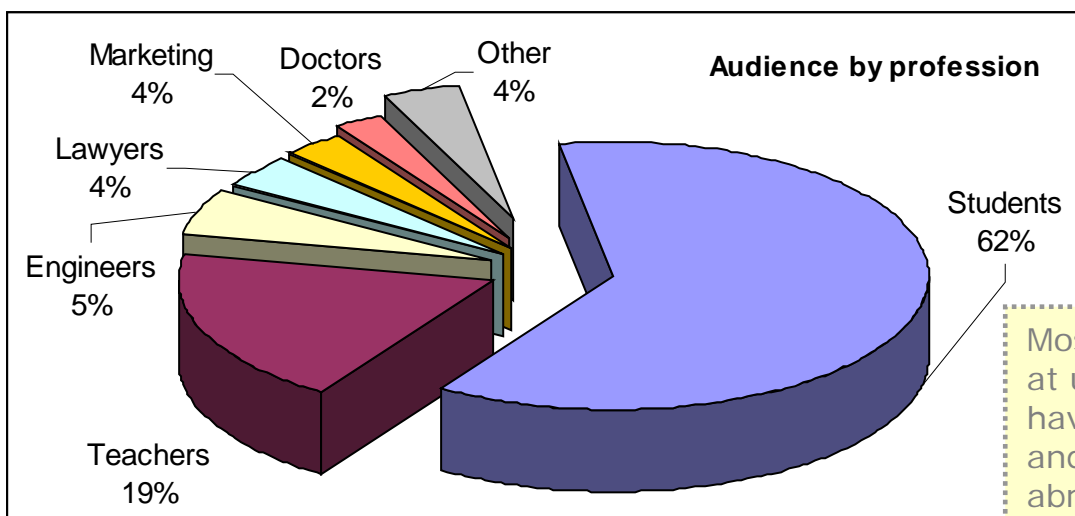
We are proud of our visitors. After seven years of experience in Internet we have gathered an interesting audience profile that we are now offering to our advertisers: young people, well educated and planning to travel abroad. Here are some facts:



About 66% is between 18 and 30 years old. Almost 70% are women.



Most people have a good buying power and come from developed countries.



Most people are at university or have finished it and want to study abroad.



Media Types

What makes advertising with IES so effective is this: you can choose any specific position, format and dimension for your ad to assure the maximum conversion rate possible. We don't work with pop-ups and floating layers because we think they're intrusive to visitors. But for anything else... Just ask!



Banners

We have three basic formats available in all sites:

- Traditional banners: 468 x 60 pixels
- Sky Banners: 120 x 600 pixels
- Mini banners: 120 x 90 pixels

We accept banners in JPG, GIF, Flash and Rich media.

Rates: From 250 euros a month.



Text Ads



By default we offer boxes with title + text + two links at preferential positions in our sites (mostly at the top – right menu). However, we can negotiate a different format for this ad, with more text or at other positions. The text may also be part of the main text of the page, if the content is similar.

Rates: From 85 euros a month.



Content Pages – All ads together



Rates: From 2.000 euros a year.

5 years of experience with affiliate programs have taught us that the most effective way to sell is to provide visitors with useful information. Content pages offer the highest conversion rates because before they go to your Website they know exactly what you have to sell. Moreover, you get an important number of links to improve your link popularity. You can have an entire page in one of our sites with text, images, search boxes...



General Conditions

- a) VAT not included in the prices above.
- b) We value our visitors, so your service or product must be related to the sites where they're being promoted.
- c) We don't accept advertisers selling: Gambling, online pharmacies, pornography or any other content not appropriate for general family viewing.
- d) The payment is made prior to the release of your ad. After we've confirmed the payment, your ads go online within 48 hours.

About Us

Internet Education Services is a provider of web content and partnerships for the education (languages mainly), employment, translation and travel industries, that aims to generate traffic and revenue for its clients.

IES is a subsidiary company of Políglota, a solid group with 20 years of experience. Other Políglota companies include don Quijote and Enforex, leaders of the Spanish as a foreign language industry with over 35,000 clients and almost 15,000,000 Internet visitors a year.

Contact Us

Internet Education Services S.L.

<http://www.interneteducationservices.com>
success@interneteducationservices.com

Address:

Plaza San Marcos, 7
37002 - Salamanca, Spain
Phone: +34 923 277 201
Fax: +34 923 268 815



* Note: The statistics of our audience have been obtained from a general average of Web stats, online surveys and sales follow ups for all of our own sites. The statistics of each individual site may vary from those displayed here.