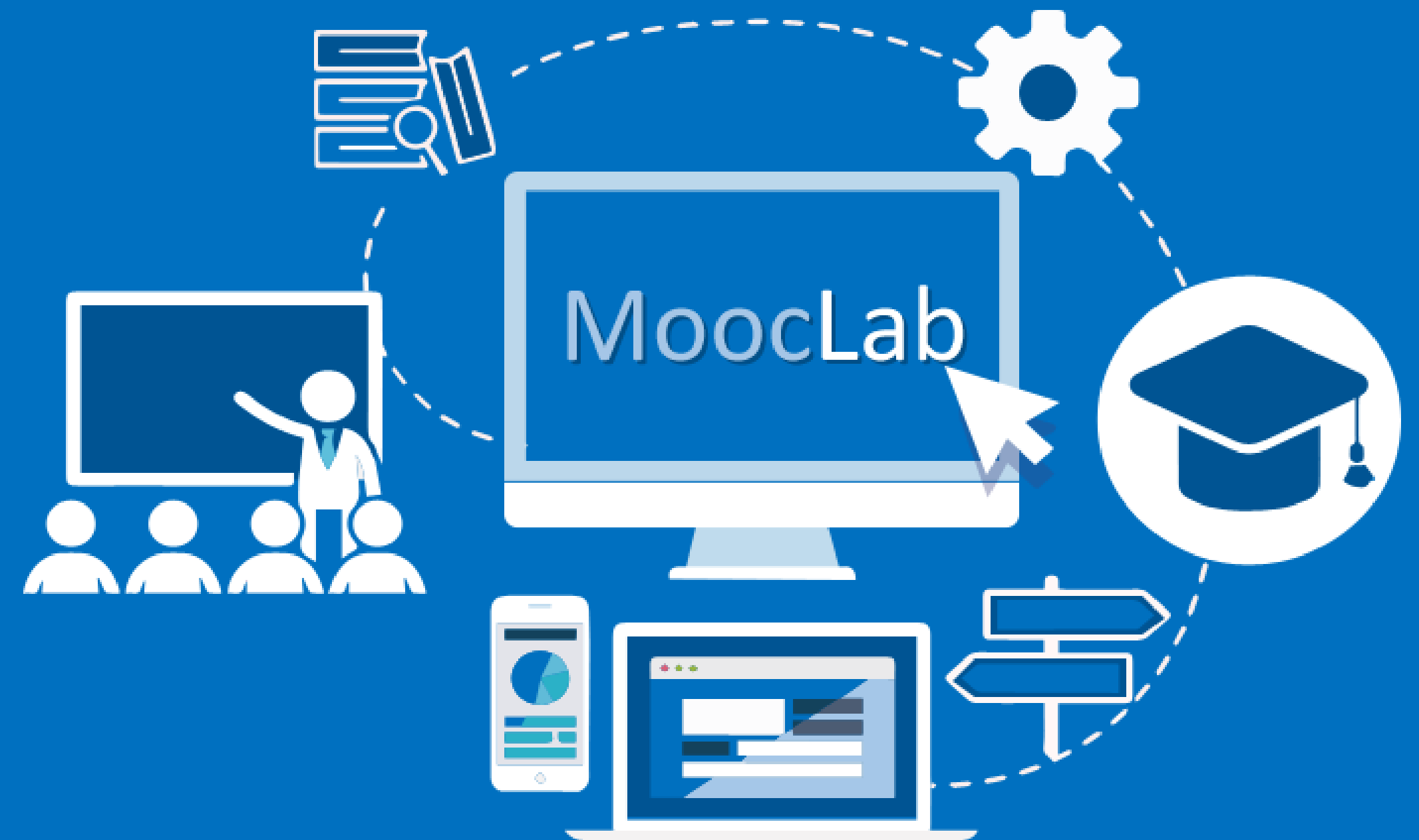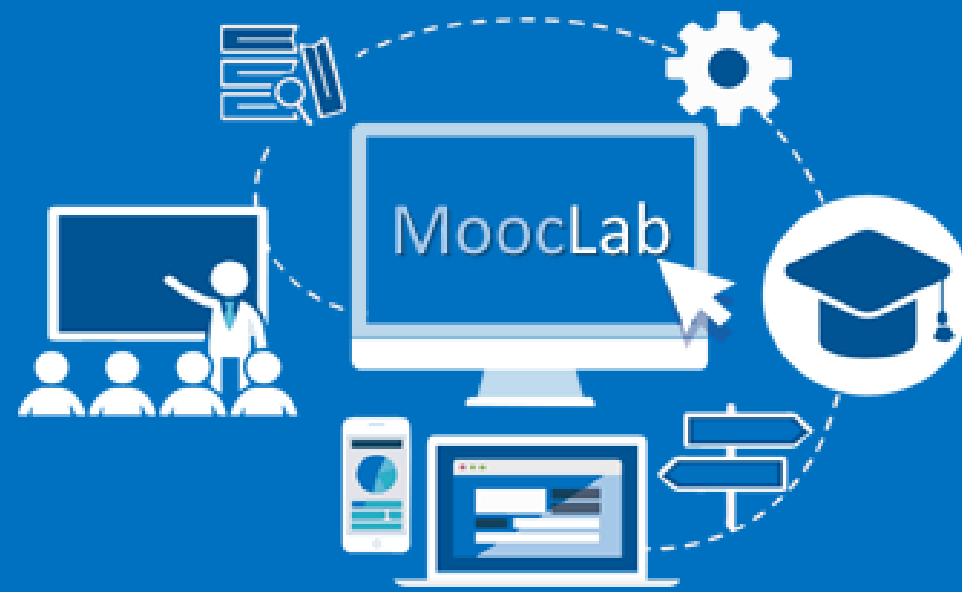At the heart of connecting people to online learning
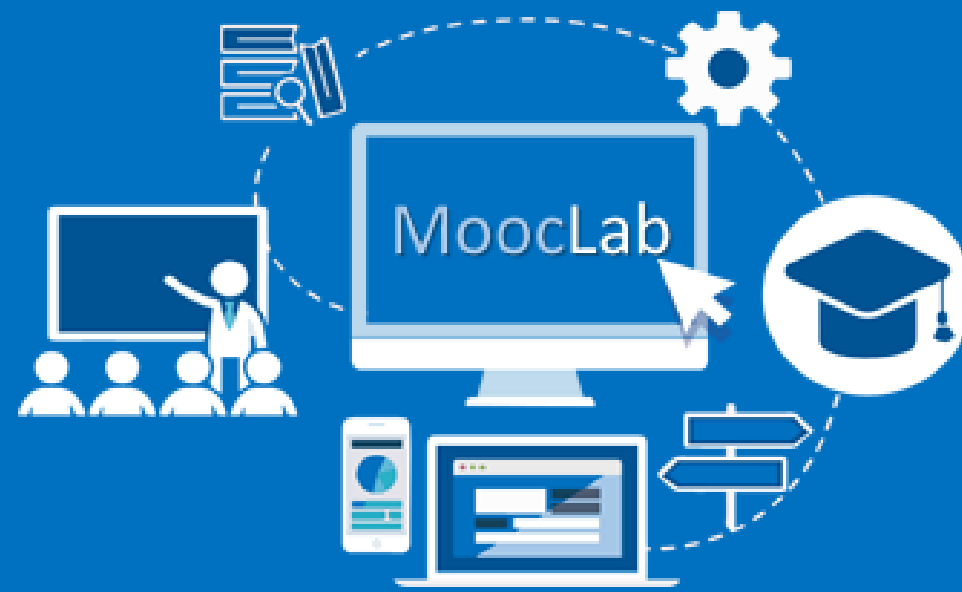
MoocLab

Media Pack 2016

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connecting people to
online learning

MoocLab

Close to 10,000 unique visitors per month

Annual growth rate in number of monthly visitors: over 400%

User Numbers
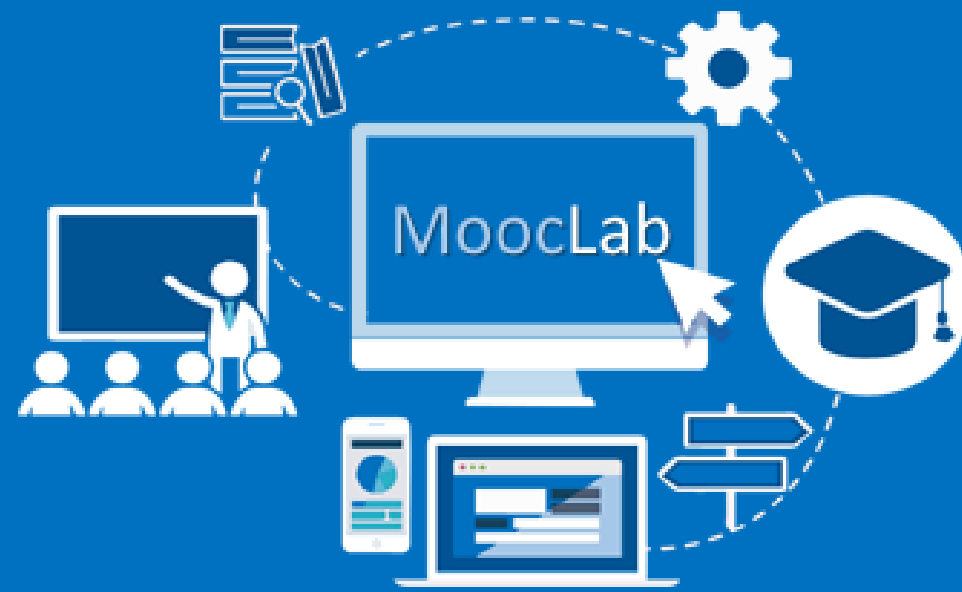
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online learning

MoocLab

Close to 21,000 page views per month

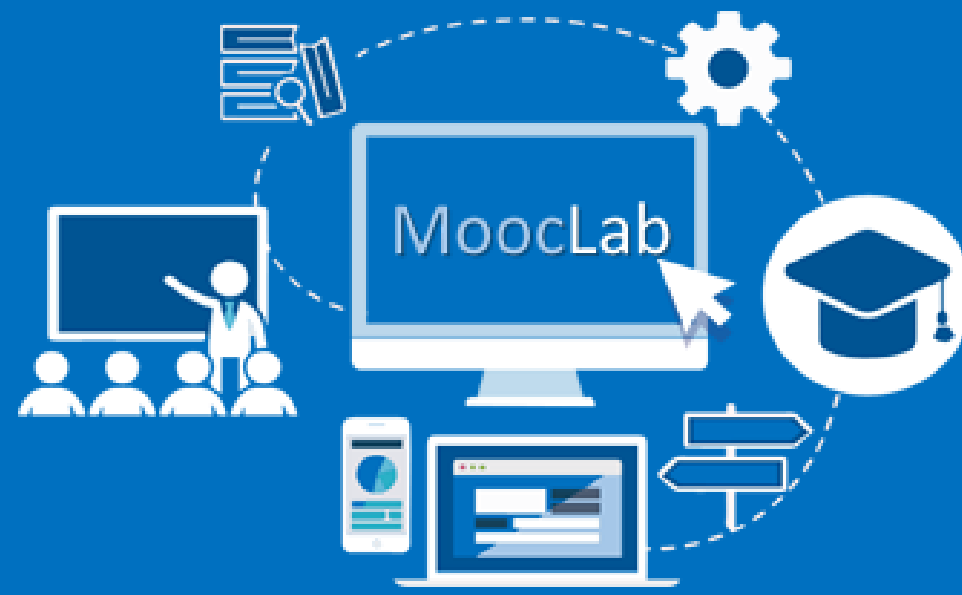Average session duration: 3 minutes

User Behaviour

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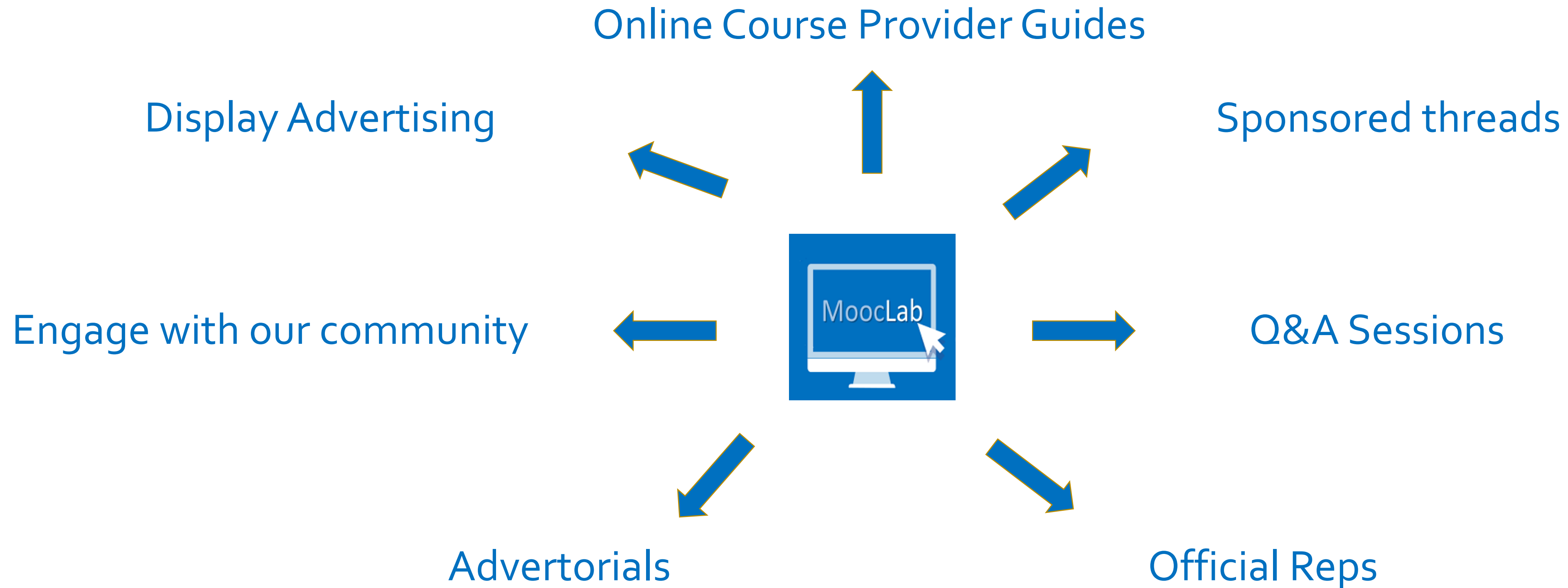
- Core age: 61% aged between 18 and 34

- Gender: 54.15% are men & 45.85% are women

- Language: English is the primary language for 66.78% of our users

User Profiles
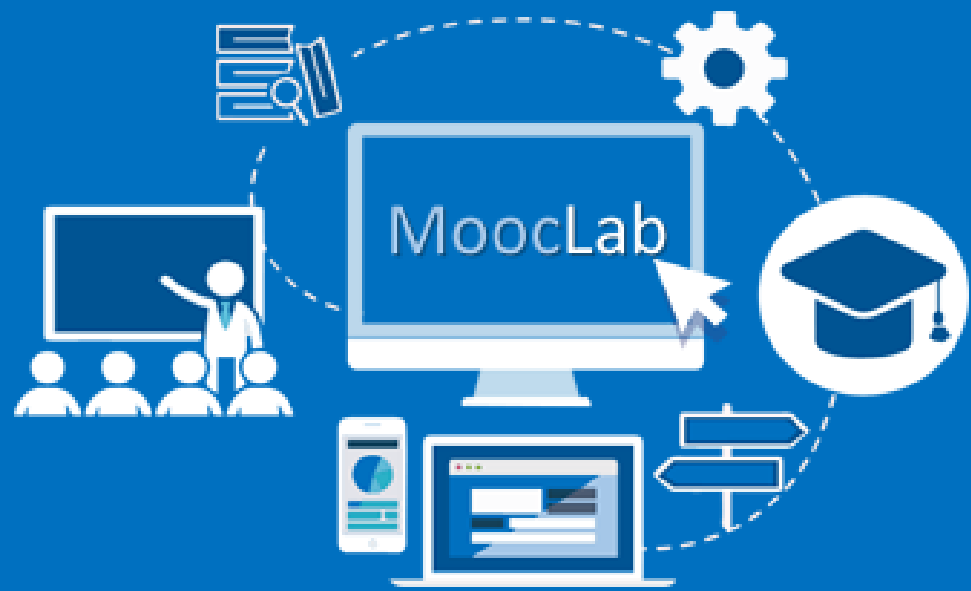
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How we can help you

Online Course Provider Guides

Display Advertising

Sponsored threads

Engage with our community

Q&A Sessions

Advertorials

Official Reps

Display advertising

At the heart of connecting people to online learning

Headline Act
Take up prime position across the site at the top of every page
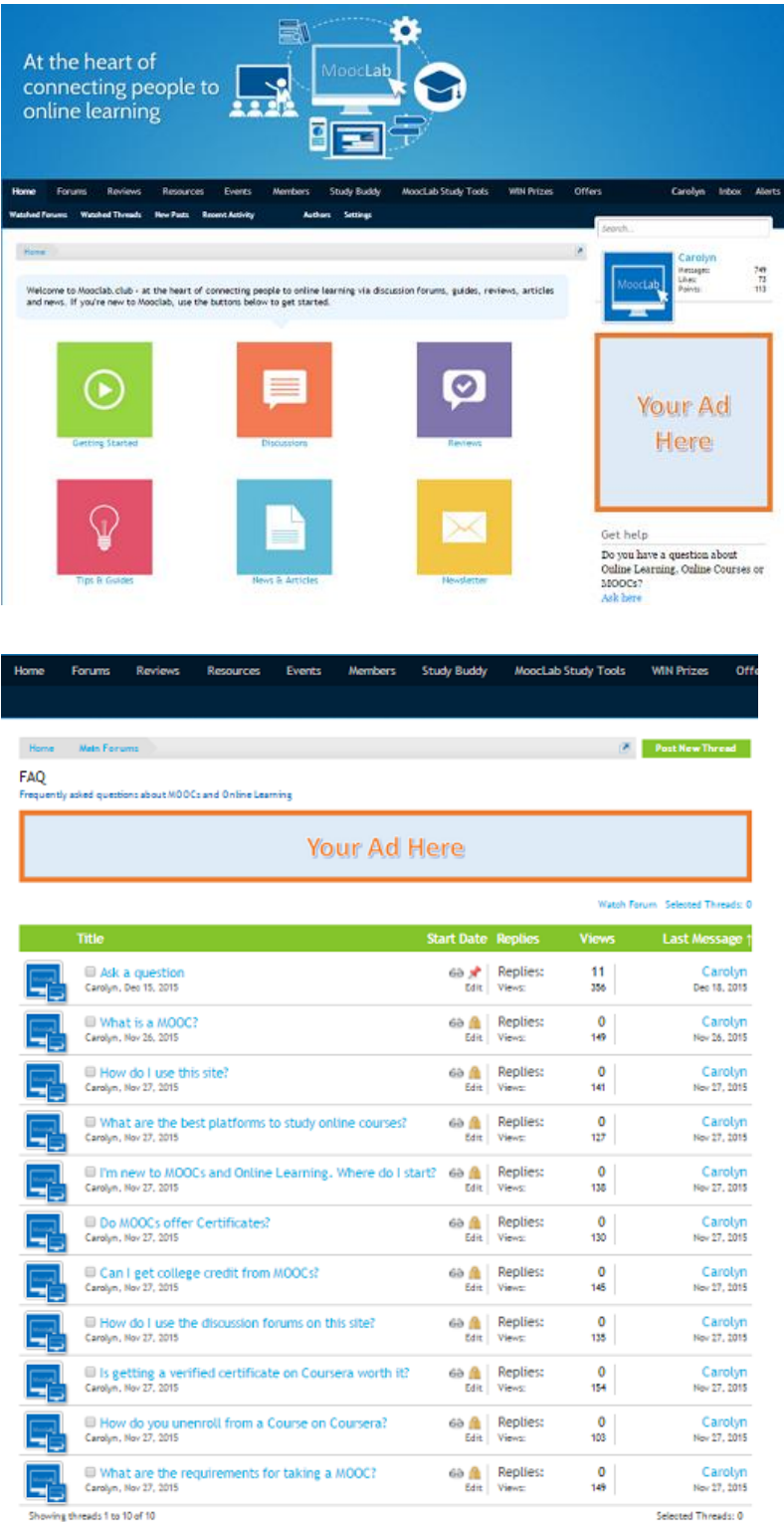
Sidebar block
Feature your brand clearly on the homepage and across the site
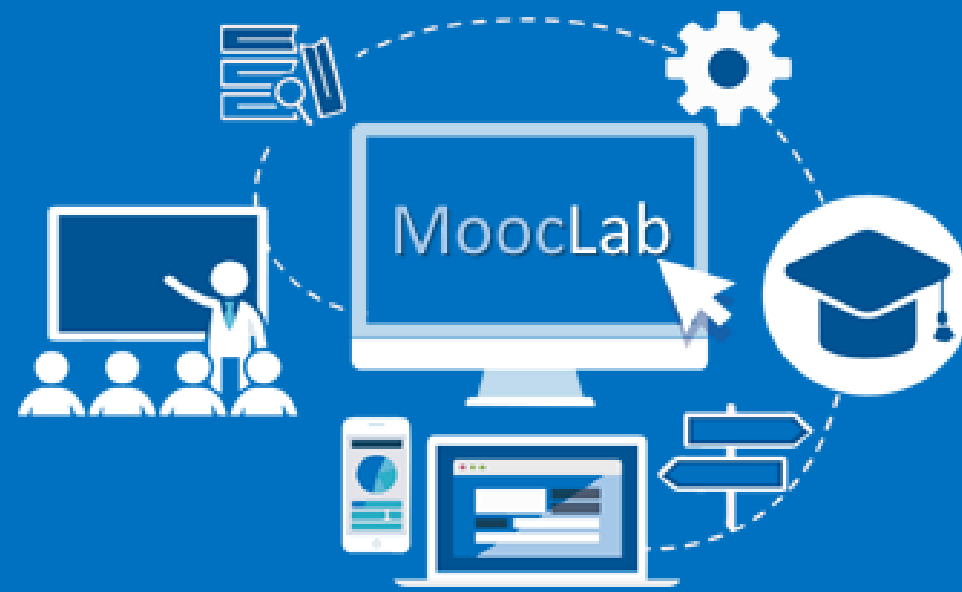
Sidebar spotlight
Quick call to action on the homepage and across the site

Forum targeted
Feature above all forum threads and/or posts

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online learning

Engage with our community

Official representative
Get involved in the discussions on MoocLab using your brand name and logo on your user profile

Sponsored threads
Create your own thread in our forums and gain insight and feedback from our users on a topic of your choice
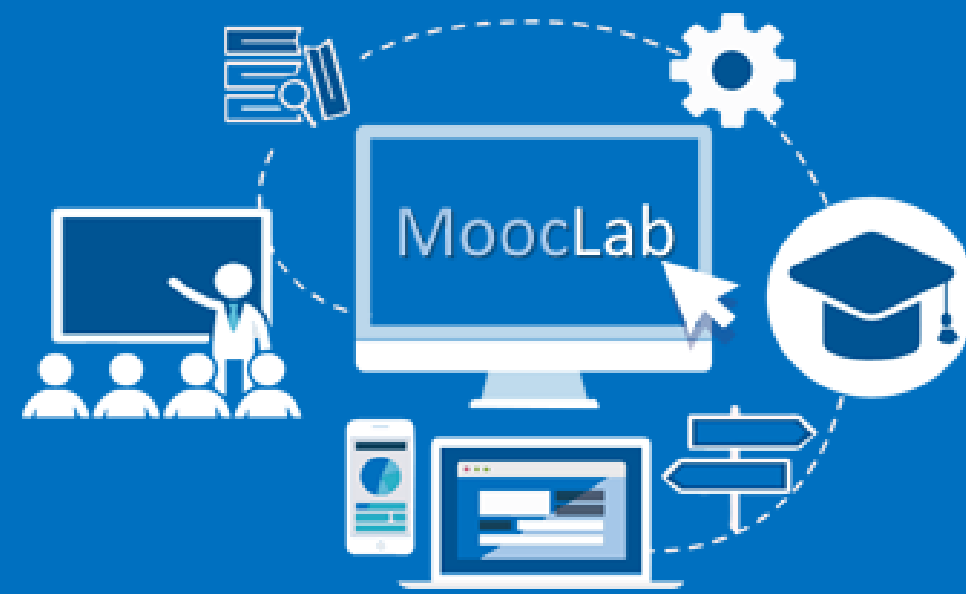
Promoted Q&A sessions
Engage with your target audience and answer questions about your brand or platform

Advertorials
Generate interest in your brand or platform

With the growing number of online course offerings, it is hard for students to know which one to use. Reaching those students to give them all the information they need to make a decision is harder!

MoocLab has the solution. Our new Guides to Online Course Providers enable you to provide potential students with all the information they need to make a decision about your courses, within an online learning community they're already using.

Featuring in one of MoocLab's Guides is the perfect way for you to provide students with detailed information about your platform, your courses and partners, and your price plans in a way that you wish to be portrayed.

Choose from one of the following:

- MOOC Platforms
- Online Course Providers
- Open Courseware Providers
- Online Coding Course Providers
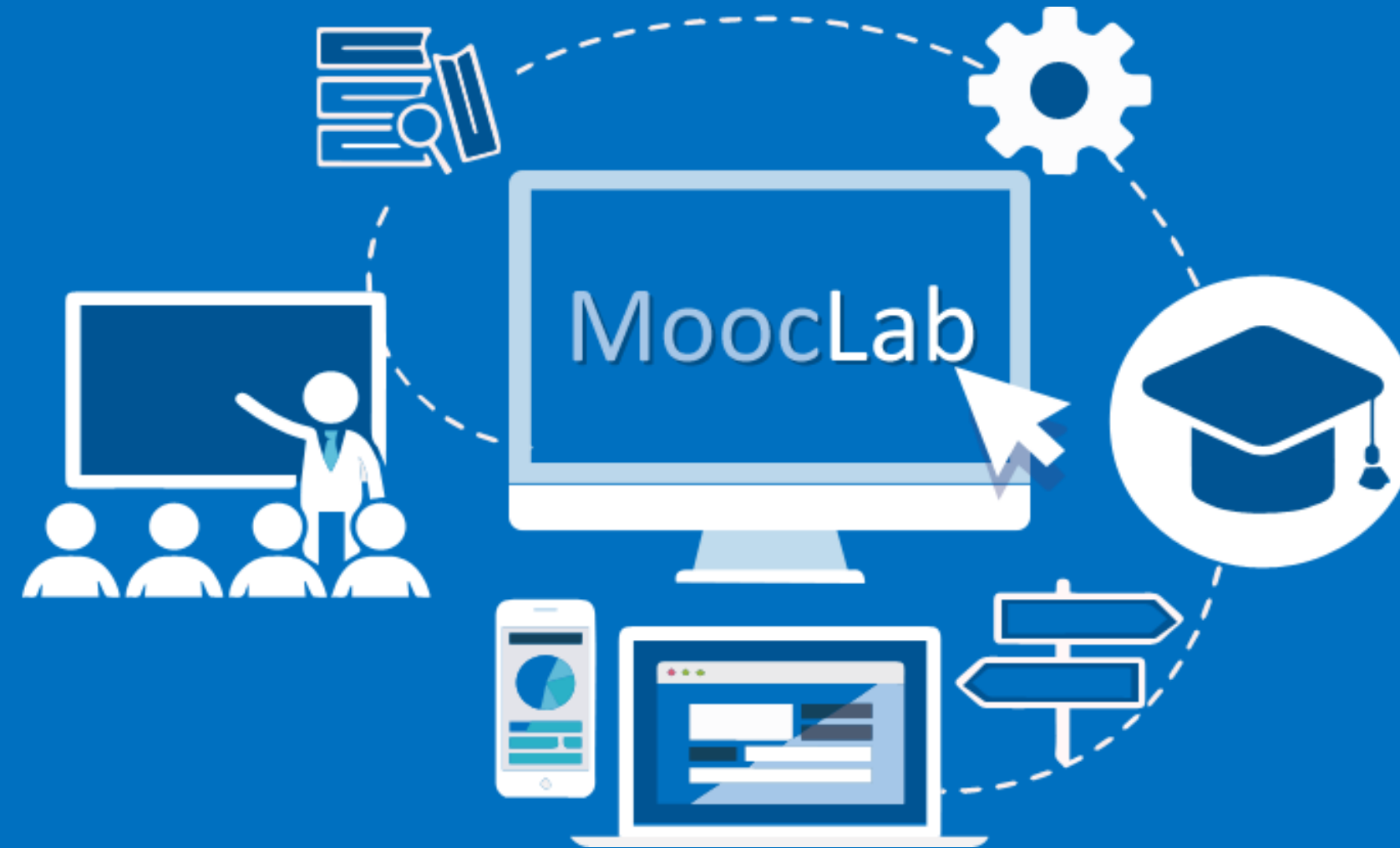- Online Coding Bootcamp Providers

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Display Advertising	Cost
Headline Act.* Take up prime position across the site at the top of every page.	£500/week
Sidebar Block.* Feature your brand clearly on the homepage and across the site.	£350/week
Above Posts.* Feature above all forum posts.	£350/week
Targeted Content Page Top.* Target a specific audience on a particular content page.	£350/week
Above Threads.* Feature above all forum threads.	£250/week
Sidebar Spotlight.* Quick call to action on the homepage and across the site.	£150/week
Official Rep.* Set up your brand profile & get involved in the discussions to engage with our audience	£100/month
Sponsored Thread. Create your own thread to gain insight and/or get feedback on a topic of your choice.	£150 per thread
Promoted Q&A Session (2 weeks). A Q&A where you'll have the opportunity to introduce our niche audience to your platform or brand, talk about your best features and build stronger relationships through meaningful and useful engagement.	£1,000
Advertorial (2 weeks). Showcase your brand with a full page of meaningful information.	£1,000
Online Course Provider Guides. Provide potential students with all the information they need to make a decision about your courses.	Standard: £2,000/year Premium: £3,000/year

Guide Features	Standard	Premium
Site Overview	Yes	Yes
Course Information	Yes	Yes
Partner Institutions (if applicable)	Yes	Yes
Pricing Plans	Yes	Yes
Link to website	Yes	Yes
Image Gallery	Yes	Yes
Contact Information	Yes	Yes
Comments System	Yes	Yes
User Ratings	Yes	Yes
Official Rep	No	Yes
Video	No	Yes
Social Media Links	No	Yes
Annual Cost	£2,000	£3,000

*Cumulative package discounts apply	Discount
2 Features	5%
3 Features	10%
4 Features	15%
5 Features	20%
6 Features	25%
7 Features	30%

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MoocLab

www.mooclab.club

Contact: contact@mooclab.club
Twitter: @MoocLabForum
Facebook: www.facebook.com/mooclab.club/