



CollegeClickTV.com is a Web site that provides prospective students and their parents with streaming video content, intended to help with the decision of which college or university to attend. The Company has launched a new national cable campaign, "The Best Investment You Can Make," and has reached a new distribution agreement with Kaplan, Inc., Glenn Pere, President and Chief Creative Officer of AOR The Pere Partnership, and majority partner of parent company Videople LLC, tells Ad-Fax Media

CollegeClickTV.com will begin planning in March for fiscal 2010-11, Pere says. The Mix will include national cable, Internet, guerrilla marketing, local newspapers, national magazines with regional editions and local magazines, he adds. Opportunistic funds are available, he notes.

"The current recession hasn't impacted CollegeClickTV.com's marketing campaign. In fact, we just launched our first national television campaign," Pere says. In addition to airing on cable, the ads are available for download and viral sharing through CollegeClickTV.com; they all utilize simplistic, identical creative. With a white background, the words "And now a message about..." appear at the top of the screen; "COLLEGE" is in large blue letters in the middle of the screen, and "...the best investment you can make." is at the bottom of the screen. At the end of the ad, "And now a message about..." disappears, as "CLICKTV" appears in large letters below "COLLEGE," and the URL appears at the bottom of the screen. The message displayed at the end of the ad is, "COLLEGECLICKTV ...the best investment that you can make. CollegeClickTV.com."

In the spots, the consumer hears one of three "sound bytes" featuring President Obama. One "byte" is of Obama talking about how he believes that college football should have a playoff system. In another, the President describes the financial benefit of attending college; he quotes a figure that the average college graduate will out-earn the average high school graduate by \$1 million in his lifetime. In a third, Obama expresses his belief that he would not be in his position without the "world-class" education that he had received, and how every child should have that same opportunity.

"Our partnership with Kaplan has not been announced formally to the public, yet. Kaplan is the world's leading test preparation company, and we've developed a deeper, broader partnership with them" than CollegeClickTV.com's previous partnership with a competitor of Kaplan, Pere says. "Within the next 45 days, CollegeClickTV.com videos will be included on Kaplan's Web site," he adds. Collectively, the Advertiser's partnerships with Kaplan, US News & World Report and CliffsNotes, which is published by John Wiley & Sons, attract more than six million consumers per month, he notes.

"We're in constant communication with universities and colleges across the country to feature a 360-degree view (i.e. college comparisons, peer-to-peer video, top five lists, etc.) to be featured on CollegeClickTV.com. We are very proud of our most recent signing to CollegeClickTV.com - Juilliard (New York City), the premiere institution for performing arts education. We're ecstatic to have such a reputable arts school on board with us," Pere says.

"CollegeClickTV.com has the largest online video library of professionally produced, unscripted peer-to-peer reviews - featuring more than 1,000 hours of video from over 200 colleges and universities across the country. Video content on CollegeClickTV.com provides authentic, first-hand information on the over 200 colleges featured. Video interviews with students, local merchants, faculty, and staff highlight everything from dorms, academic life, and campus activities, to the night scene, and much more," Pere says.