

***The National CCAA online
prospect generation trial***

The 2011 NACAC conference

New Orleans, LA

September 22



- SEARCH FOR A CATHOLIC COLLEGE OR UNIVERSITY
- FOR STUDENTS AND PARENTS
- FOR HIGH SCHOOL & INDEPENDENT COUNSELORS
- FOR MEMBER COLLEGES & UNIVERSITIES
- NEWS & RESEARCH
- JOB BOARD
- ABOUT THE NATIONAL CCAA

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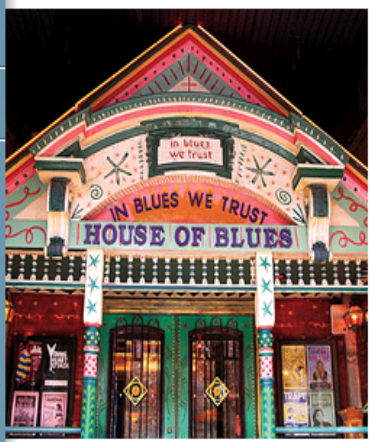


Jenna Bowman, Class of 2010
 St. Catherine University - St. Paul, MN
 Hometown: Rochester, MN
 Majors: **Business and Sociology**
 with minors in **Sales and Theology**
 "I really believe that the all-women's



CATHOLIC COLLEGES & UNIVERSITIES

The National Catholic College Admission Association is a non-profit organization of Catholic colleges and universities committed to promoting the value of Catholic higher education and serving students in the transition to college.



High School Counselors, Independent Counselors & Admission Reps from National CCAA Member Schools:

The 2011 Catholic College Reception will be at **The House of Blues in New Orleans** on Friday, September 23, 2011, from 7-10 p.m. Join us for the most popular reception at the NACAC conference. You don't want to miss music by New Orleans' famous 80s band **The Molly Ringwalds**, karaoke, food, drink, networking, and fun!

[Click here](#) to RSVP! The deadline is Friday, September 16!

Many thanks for our sponsoring schools for helping to make our 2011 Catholic Colleges Reception in NOLA a great event!

| | | |
|------------------------------------|--------------|----------------|
| Saint Joseph's University | Pennsylvania | Silver Sponsor |
| Saint Mary's College of California | California | Silver Sponsor |

National CCAA News

- July 20:
Manhattan College (NY) launches master's program in cosmetic engineering...
- July 19:
Saint Joseph's College (IN) participates in Indiana Private Colleges Week, July 25-29...
- July 18:
Manhattan College (NY) alums help fund scholarships for students...
- August 5:
University of St. Francis (IL) student club teaches children about the importance of budgeting and saving...
- August 5:
Hilbert College (NY) launches college's first web-based radio station...
- August 1:
Manhattan College (NY) students gain real-life teaching experience in Africa...

» [See all news items](#)

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TRANSLATE THIS PAGE

Select Language

The Trial

- 25,000 – 30,000 unique visitors to the Nat'l CCAA website annually (estimated)
- Can the awareness of the Nat'l CCAA website be increased?
- As a membership benefit, can the Nat'l CCAA bring potential prospects to member's websites?
 - In meaningful numbers
 - At an affordable cost
- Created a 4 month trial leveraging the ability to run member institution specific online banner ads to the Nat'l CCAA website visitors
 - Ads only run to this visitor audience
 - Ads appear on only the websites the visitors choose to visit

6/1/2011

Asia - International News - The New Y...

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

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The New York Times

Wednesday, June 1, 2011

Asia Pacific

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The National Catholic College Admission Association



Advertise on NYTimes.com

Nuclear Watchdog Says Japan Underestimated Tsunami Danger

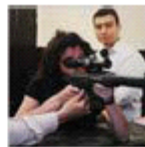
By MARTIN FACKLER 11:13 AM ET

Japan underestimated the danger of tsunamis and needed more robust back-up systems at the Fukushima Daiichi nuclear plant, the U.N. nuclear watchdog said.

'Frozen Conflict' Between Azerbaijan and Armenia Begins to Boil

By ELLEN BARRY

Azerbaijan wants to regain control of the Nagorno-Karabakh enclave, which is now populated by ethnic Armenians, but the dispute is growing more dangerous.



Post a Comment | Read (4)

Afghan Militants Attack on Border With Pakistan

By SALMAN MASOOD 8:38 AM ET

Up to 200 militants from Afghanistan crossed into northwestern

From Opinion

OP-ED CONTRIBUTORS

Hands Off Our Houses

By MATIAS ECHANOVE and RAHUL SRIVASTAVA

A \$300 solution will do the urban poor more harm than good.

Multimedia



Video

TIMES TOPICS: FIND NEWS BY COUNTRY

Go to a Country Page



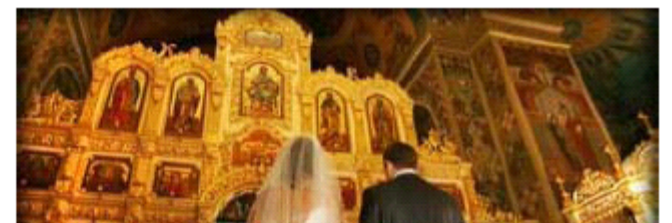
TIMES TOPICS IN THE NEWS

People: Asif Ali Zardari » | Hamid Karzai » | Abdul Gadeer Khan

Subjects: Kashmir » | Taliban »

Organizations: Asean » | Inter-Services Intelligence »

Places: China » | India » | Malaysia » | Pakistan » | Thailand »





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Egypt's Economy Slows to a Crawl; Revolt Is Tested

By DAVID D. KIRKPATRICK and DINA SALAH AMER

In a region where economic woes enraged an entire generation, whether and how Egypt can fix its broken finances will be a key factor in determining the revolution's success.

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Syrian Forces Advance on Restive Town Near Turkey

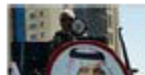
By SEBNEM ARSU and LIAM STACK 10 minutes ago

Security forces loyal to President Bashar al-Assad began operations in Syria's northwest on Friday, with heavy gunfire reported near a flashpoint town.

Post a Comment | Read (2)

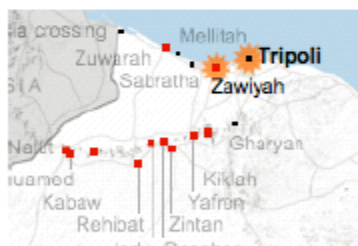
WHITE HOUSE MEMO

Cultivating a Prince to Coax an Ally to Change



Arab World Unrest

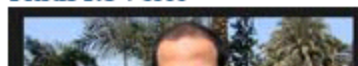
1 of 5



The Libyan Rebellion

Interactive map of the major clashes in Libya, day by day.

A New Arab Generation Finds Its Voice



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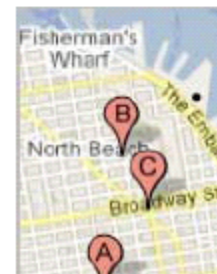
TIMES TOPICS IN THE NEWS

People: Mahmoud Ahmadinejad » | Ehud Olmert »

Subjects: Iraq Elections | Status of Forces Agreement (pdf)

Organizations: OPEC » | International Atomic Energy Agency »

Places: Iran » | Israel » | Lebanon » | Saudi Arabia »



Get a free business page on Google

Add photos, hours, and more. It's easy.

Results

- 8 participating institutions (including the Nat'l CCAA)
- A total of over 1 million banners ads were served to the visitors of the Nat'l CCAA website
- Banner ads appeared on hundreds of different websites
- Response rates well above expectations
- *In total, over 1,100 responses*

Next Steps

- To be discussed at the National CCAA breakfast on September 22!
- Your thoughts and reactions will be appreciated and we hope you will be able to attend...thank you!