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boredofstudies
www.boredofstudies.org

SALES SHEET

BORED OF STUDIES

www.boredofstudies.org

SITE DESCRIPTION

Boredofstudies is a website aimed at providing Year 11 and Year 12 students with all the resources and support necessary to succeed in the years that form the most important part of their education and subsequently, their futures.

Boredofstudies was created by four HSC students who recognised a need for HSC students to be able to efficiently and cost effectively access a broad range of past papers and trial papers from schools around the state to enhance their preparation for the HSC exams. The site has since grown to provide not only past papers, but literally thousands of resources for students 13yo+.

DEMOGRAPHIC PROFILE

- School Students: 13 – 18 years old
- 1st – 2nd Yr University Students: 18 – 20 years old
- Location: Majority in NSW but also Nationwide

RATE CARD

- Banners (468x60) - \$30 CPM
- Skyscraper (120x600) - \$25 CPM
- Email: HTML eDM (400x600) - \$200 CPM

TRAFFIC

- Monthly Page impressions: 2,664,000
- Unique Visitors: 76,000
- Email Database: 280,000

SCREEN SHOT

The screenshot shows the Bored of Studies website interface. At the top, there is a navigation menu with links for HOME, ABOUT US, COMMUNITY, RESOURCES, SAA, BIRI, OTHER STUFF, ADVERTISE, and PREMIUM. A LOGIN and REGISTER button is also present. The main content area is divided into several sections:

- NEWS:** A section titled 'Community Forums' with a sub-header 'Starting Year 12 at University in 2009? Don't forget to visit the BOS Community forums for help and advice during this important time of the year. Share your thoughts and questions with thousands of other students across the country!'. Below this is a 'Visit the Forums' button and a post date of 'Posted on 26 January 2008 @ 20:58'.
- COMMUNITY:** A section with a search bar and a list of 'Today's Hot Topics' and 'Currently Being Discussed'. The 'Today's Hot Topics' list includes items like 'All These Smart People On On' and 'What's your motivation?'. The 'Currently Being Discussed' list includes 'Lazy freakin students!', 'VERY cheap flights', and 'Guide to Essay Writing'.
- Member Login:** A sidebar section with fields for Username and Password, a 'Remember Me?' checkbox, and a 'Login' button.
- Interactive ENGLISH:** A sidebar section with a 'Sign Up Here!' button and a logo for 'ADVANCED SAM'.

For further information contact your 3D Interactive Account Manager on (02) 9339 6787
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