

Highlighting your Program on PathwaysToScience.org

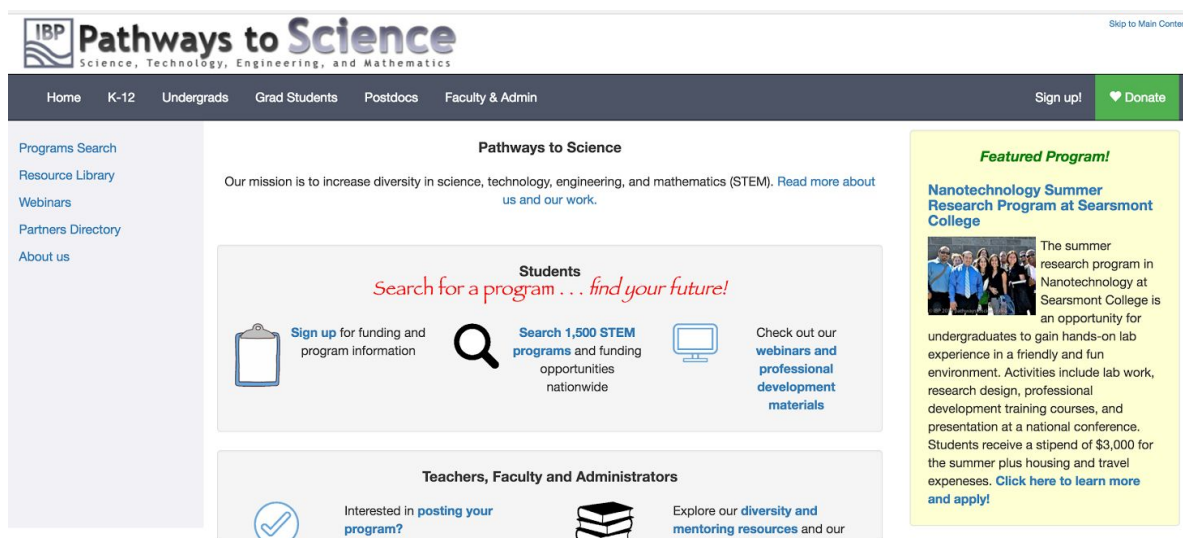
You can leverage the popularity of our website to attract students to your program by purchasing a program highlight for one or multiple weeks.

PathwaysToScience.org typically receives over **3 million page views per year**. Our highest peaks in website usage are **directly correlated to the outreach we do to underrepresented students and their faculty and mentors**.

To reserve a slot, please email us the following at contactus@ibparticipation.org

- Preferred week(s)
- Program title
- 50-60 word program description
- Application deadline
- Picture or logo
- Your payment preference (credit card or check) and the name and address for invoicing

Example program highlight: your program appears on the sidebar of every page of PathwaysToScience.org



The screenshot displays the Pathways to Science website interface. At the top, the logo reads "IBP Pathways to Science" with the tagline "Science, Technology, Engineering, and Mathematics". A navigation bar includes links for Home, K-12, Undergrads, Grad Students, Postdocs, and Faculty & Admin, along with "Sign up!" and "Donate" buttons. A left sidebar lists "Programs Search", "Resource Library", "Webinars", "Partners Directory", and "About us". The main content area features a "Featured Program!" section on the right, titled "Nanotechnology Summer Research Program at Searsmont College". The program description states: "The summer research program in Nanotechnology at Searsmont College is an opportunity for undergraduates to gain hands-on lab experience in a friendly and fun environment. Activities include lab work, research design, professional development training courses, and presentation at a national conference. Students receive a stipend of \$3,000 for the summer plus housing and travel expenses. [Click here to learn more and apply!](#)". The central area contains sections for "Students" with the text "Search for a program . . . find your future!" and three icons: a clipboard for "Sign up for funding and program information", a magnifying glass for "Search 1,500 STEM programs and funding opportunities nationwide", and a computer monitor for "Check out our webinars and professional development materials". Below this is a section for "Teachers, Faculty and Administrators" with a checkmark icon for "Interested in posting your program?" and a book icon for "Explore our diversity and mentoring resources and our".

Each week, IBP will run a **maximum of five (randomly rotated) program highlights on the sidebar of every page of the site**, beginning on December 1, 2016. You can the table below to estimate the views your program highlight will be likely to receive.

You will also receive a report detailing the number of clicks your program website received during the time in which it was highlighted.

Our web traffic is generally dominated by undergraduate and graduate students during fall and early winter, but we experience a rising amount of traffic from high school students and parents in late spring.

Month	Estimated minimum number of page views your ad will receive	Cost per highlight per week
January	4,080	\$500
February	3,754	\$500
March	3,291	\$500
April	2,775	\$350
May	2,222	\$350
June	1,694	\$250
July	1,282	\$250
August	6,847	\$250
September	1,369	\$350
October	2,036	\$350
November	3,451	\$500
December	3,021	\$500