

Appendix 22: Per Student Spending on Marketing, Recruiting, and Admissions, Fiscal Year 2009

Company	12-Month FTE Enrollment	Total Spending On Marketing	Spending Per Student On Marketing
Alta Colleges, Inc.	11,902	\$110,763,000	\$9,306
American Career College, Inc.	5,018	\$10,881,143	\$2,168
American Public Education, Inc.	24,619	\$20,479,000	\$832
Anthem Education Group	23,508	\$28,003,802	\$1,191
Apollo Group, Inc.	420,526	\$935,476,000	\$2,225
Bridgepoint Education, Inc.	55,961	\$145,721,000	\$2,604
Capella Education Company	21,955	\$99,632,000	\$4,538
Career Education Corporation	152,094	\$477,907,000	\$3,142
Chancellor University System LLC	342	\$1,958,140	\$5,726
Concorde Career Colleges, Inc.	9,153	\$19,484,000	\$2,129
Corinthian Colleges, Inc.	119,575	\$294,728,000	\$2,465
DeVry, Inc.	81,248	\$329,397,000	\$4,054
ECPI Colleges, Inc.	--	--	\$1,303
Education America, Inc.	12,958	\$32,030,000	\$2,472
Education Management Corporation	104,669	\$435,196,000	\$4,158
Grand Canyon Education, Inc.	25,197	\$85,405,000	\$3,389
Henley Putnam LLC	*	\$1,282,635	
Herzing, Inc.	--	--	\$2,447
ITT Educational Services, Inc.	79,771	\$251,752,810	\$3,156
Kaplan Higher Education Corporation	173,844	\$372,686,946	\$2,144
Lincoln Educational Services Corporation	42,919	\$87,095,989	\$2,029
Med-Com Career Training, Inc.	2,505	\$465,816	\$186
National American University Holdings, Inc.	4,897	\$11,676,448	\$2,384
Rasmussen Colleges, Inc.	4,253	\$26,628,088	\$6,261
Strayer Education, Inc.	38,128	\$93,336,000	\$2,448
The Keiser School, Inc.	19,099	\$44,031,342	\$2,305
TUI Learning LLC	7,795	\$3,851,000	\$494
Universal Technical Institute, Inc.	34,468	\$77,348,256	\$2,244
Vatterott Educational Centers, Inc.	13,244	\$17,787,320	\$1,343
Walden LLC	52,756	\$101,182,000	\$1,918

* data not available