

ucas // media

WEB ADVERTISING RATE CARD

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www.ucas.com

ucas.com gives you unique access to the student market. Over a million 16 to 24 year olds each year turn to www.ucas.com when considering higher education, each making significant decisions about their future.

Undergraduate higher education applications can only be made through UCAS. This means the site is indispensable at every stage of a student's journey - from the initial step of researching higher education, right through to embarking on the course of their choice.

You can advertise in a range of locations across the site. With over two million page impressions a month, the homepage offers wide exposure for your brand. Similarly, the Apply and Track pages offer an enviable reach during the peak of users' applications to university. Whatever your decision, because online advertising is uniquely measurable, you can track the effectiveness of your campaign. The potential for targeted, timely advertising means you can be confident your message will be heard by the right audience, at the right time.

- For 2009 entry, UCAS processed 639,860 applications, with 481,854 being accepted
- The application process is now 99.99% online
- In 2008, our annual ABCe audit showed that UCAS.com had 75 million page impressions and 1.8 million unique users
- On the first day of Clearing 2009, the number of people logging in to 'Track' peaked at 1,913 per minute
- Between September to January, there was an average of one million page impressions per month
- The students' section averages 2.5 million page impressions a month.

"UCAS have carried banners advertising the British Heart Foundation's Wear Red Day for one month now. Since going up, the adverts have been responsible for over 10% of all our fundraising kit orders, totalling over 100 orders. This means that not only are people clicking through from the ads, but they are then taking a committed action to become BHF fundraisers. Of the people who order a kit and put on an event, they raise well over £100 each so this advertising is a worthwhile activity for our organisation."

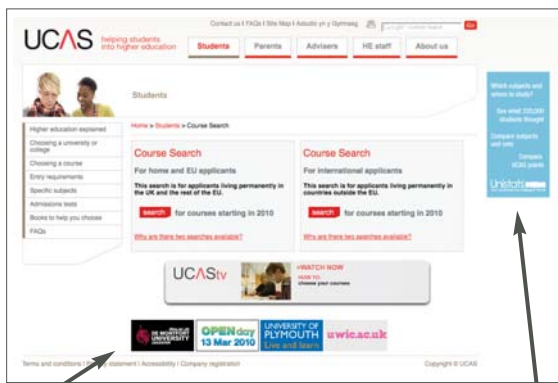
Ellen Midwood, National Campaigns Manager,
British Heart Foundation



Advertising opportunities

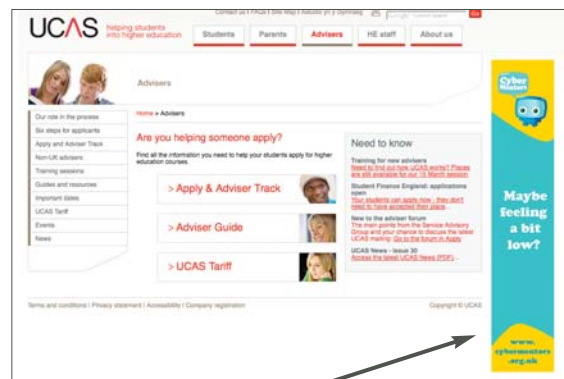
- Area specific half skyscrapers (within Students, International, Parents, Finance and Extra sections).
- Buttons on the start of Course Search.
- Run of site skyscraper.
- Specific keyword adverts targeting against subjects within the Course Search.

Examples of advertising on ucas.com

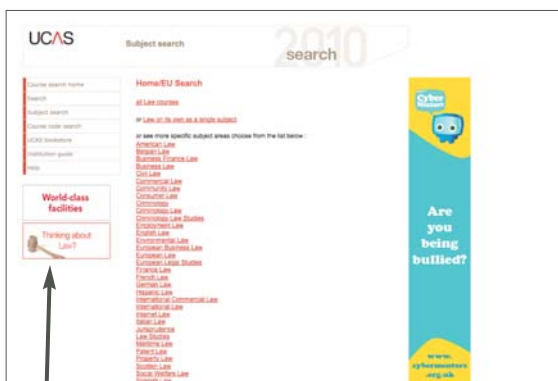


Half skyscraper 120 x 240

Button 155 x 80



Skyscraper 120 x 600



Keyword Advert 190 x 70

Audiences

1. Pre-applicants
2. Applicants
3. Non UK applicants and pre-applicants
4. Parents
5. Advisers
6. Teachers

Rates

Page or section	Average impressions	Ratecard per/month	Advert sizes	Audience	Maximum number of adverts
Student section	2,807,358	£8,950	120 x 240	1, 2, 3, 5	2
Start of Course Search / Course Search 2010	739,306	£6,250	155 x 80	1, 3, 4, 5, 6	8 (4 on each of the 2 web pages)
International section	51,012	£900	120 x 240	3, 4, 5, 6	2
Parents section	75,441	£900	120 x 240	4, 5, 6	2
Finance section	73,075	£900	120 x 240	1, 2, 3, 4, 5, 6	2
UCAS Extra	25,111	£500	120 x 240	1, 2, 3	2
Run of site skyscraper	Sold on CPM basis*	£15 CPM*	120 x 600	1, 2, 3, 4, 5, 6	N/A
yougofurther.co.uk leaderboard	Sold on CPM basis*	£10 CPM*	728 x 90	1, 2, 3	N/A

* CPM means cost per 1,000 page impressions

Specification - web advertising

Size: As per rate table above

Max file size: 45kb

File required: GIF file (static or animated)

Keyword advertising

The UCAS Course Search is an essential resource that the vast majority of applicants use to research the courses that they have an interest in and it's the first step of their journey into applying for university/college. Advertising within the Course Search enables universities to promote specific courses or subject specific open days in a targeted way which is hard to find anywhere else.

£790 per month	£525 per month		£350 Per month
Accountancy	Animation	Health	All Other keywords
Business	Art	History	
Computing	Biology	Journalism	
Criminology	Design	Medicine	
Film	Engineering	Multimedia	
Law	English	Nursing	
Management	Environmental	Sociology	
Marketing	Events	Sport	
Psychology	Finance	Tourism	
	Forensic	Youth	

Specification - keyword advertising

Size: 190 x 70

Max file size: 45KB

File type: GIF File (animated or static)

Other Products

- **PRE APPLICANT DATA** – Each year UCAS Media collects information from Year 12 (or equivalent) students before they apply to University or College, they tell us what they are currently studying, what they want to study at HE, where they live, where they would like to study and when. You can tailor your audience and send them targeted information that they have agreed to receive directly to their home address either by email or direct mail. UCAS Media offer a full service from simple purchase of data through to the fulfilment of your campaign, complete with reporting. For further information and our latest analysis sheets for 2010 entry students please contact: Cath Pearce, Education Account Co-ordinator on 01242 544710 or c.pearce@ucas.ac.uk
- **UCAS PUBLICATIONS** – UCAS produce a number of printed publications each year that assist students/parents/advisers on their journey into Higher Education. You are able to place advertisements in these publications for the 2011 entry students. To receive a list of all available publications along with detailed information regarding print run and booking deadlines please contact: Caryn Wright, Advertising Sales and Business Executive, on 01242 544938 or c.wright@ucas.ac.uk
- **UCAS EDUCATIONAL EVENTS** – UCAS Media runs a series of higher education conventions throughout the UK, providing a unique opportunity for 16 and 17-year-old students to meet face-to-face with universities and colleges, professional bodies, careers guidance organisations and student-facing brands. The events take place between March and September each year and offer exhibitors and sponsors an unrivalled platform to engage with the target audience in a face-to-face environment. From stand presence and pre-event marketing through to inserts in 'show bags', the events can help reach this audience in a fast, efficient and effective way. For further information please contact: The Events Team on 01242 544805 or conventions@ucas.ac.uk or visit www.ucasevents.com
- **DATA INSIGHT** – UCAS Member Institutions can purchase data from UCAS Media to give greater insight into applicants, applications, competitors, courses and the UCAS wide picture. This is available in a variety of formats; via our bespoke services where institutions decide the exact criteria, our web based services Application Tracker and Decision Tracker or as a one off report in the form of Track Survey. For further information please contact: Suzanne Campbell -Education Business Executive, on 01242 544746 or s.campbell@ucas.ac.uk or our Data Insight Team on 01242 544956
- **YOUNGOFURTHER – SOCIAL MEDIA** – UCAS has launched its very own student networking website - [youngofurther](http://youngofurther.com), this site provides opportunities to meet students, universities and UCAS in an online environment and provide relevant information and support as they progress into and through higher education. Using [youngofurther](http://youngofurther.com) you can reach students via a profile page with “wall functionality”, or through web chats or online advertising, students can make friends with universities and ask relevant questions. For further information please contact: The Education Team on 01242 544881

For further information on web advertising opportunities please call Daniel Fraenkel on 01242 544 880.

Terms and Conditions - UCAS Media Web Advertising

CONTENT

UCAS Media Limited is a wholly owned subsidiary of UCAS, the Universities and Colleges Admissions Services, a registered charity.

The Trustees of a charity have a duty to protect the name and reputation of that charity. Since UCAS Media incorporates "UCAS" as part of its name, the Directors of UCAS Media Limited are also under a duty to protect the name and reputation of UCAS. The purpose of this document is to ensure that the name and reputation of UCAS are protected and that all requirements of Charity Law are observed.

UCAS Media is committed to ensuring that any product/service which is advertised on its website is appropriate and relevant in the furtherance of the interests of the student applicants to UCAS. Accordingly, UCAS Media will not accept advertisements:

- a) In relation to products which may not be in the best interests of students, e.g. tobacco.
- b) Which could in any way undermine or potentially damage UCAS' reputation as an official and trustworthy body and as a registered charity.
- c) From companies, businesses or organisations which are not able to demonstrate that they are established and reputable concerns and suitable to be associated with UCAS.
- d) Which in any way could be misleading to students, or which make any representations which cannot be substantiated to the satisfaction of UCAS Media.

The following rules will be observed in relation to all advertisements:

1. All copy, electronic or otherwise, submitted by advertisers is subject to the approval of UCAS and UCAS Media and must be submitted in good time.
2. UCAS Media reserves the right to refuse to accept, or to request amendment of, any advertisement without stating any reason beyond the fact that the advertisement does not, in the sole opinion of UCAS Media, comply with this advertising policy.
3. UCAS Media will make any Companies Registry search or credit reference search which it considers appropriate before accepting advertisements.
4. UCAS Media may make enquiries of potential advertisers to establish that the requirements of UCAS Media's advertising policy are being met in full, and will not accept any advertisement until it is wholly satisfied of this.
5. UCAS Media will clearly state that it will not endorse any products or services to which an advertisement relates.

BOOKINGS

We will only book adverts or campaigns into the web schedule when we have received a signed web order acknowledgment with a purchase order number.

For Clearing advertising there will be a date (normally in April) from which we will start to take bookings. Due to the large demand bookings will be sold on a first come first served basis. Those that ring with a purchase order, on the day we start to take bookings, will be served first.

ADVERT CREATIVE AND URL

Advert creative and URL is to be supplied to UCAS Media by the date stated on the web order form. If the advert creative and URL fail to arrive by the date stated then it may mean that the advert is not served by the start date. UCAS Media will endeavour where possible to accommodate late delivery of advert creative and URL, however in the event of the advert being served late, due to late delivery of advert creative and URL, we do retain the right to invoice the full amount. We do not support third party image tags.

In the event that the advert creative is supplied without a URL then we will use the homepage URL of the client. We will notify the client of what has happened and the URL will remain until a different one is supplied.

The file size should not exceed the amount indicated on the web order form. We retain the right to refuse to serve adverts should the file be in excess of the file size indicated.

UCAS Media hosts and serves all adverts and will supply the performance statistics on request. This includes the number of page impressions and the number of clicks received by the advert. However if the client would like to implement third party click tracking we are more than happy to accommodate that as well.

PERFORMANCE

As we sell advert slots on the website on a tenancy basis UCAS media does not guarantee the performance of any of the adverts we sell. The traffic on the site may rise or fall but the number of page impressions and clicks that an advert receives is not the responsibility of UCAS media. What we do guarantee is that the advert will appear for the length of time that it is booked in for.

The only exception to this is the 'run of site skyscraper', which is sold on a cost per thousand basis. UCAS Media does guarantee that the number of page impressions sold to the client equates to the number that is served to the advert.

CANCELLATIONS

If a booking is cancelled within 2 weeks of the campaign start date then we retain the right to charge 100% of the 1st month of the booking. i.e. if a slot on the 'Parents section' is sold for 3 months for £2,700 and is cancelled within 2 weeks of the start date, we will charge £900. If a booking is cancelled within 1 month of the campaign start date then we retain the right to charge 50% of the cost for first month of the booking.

CLEARING AND AUGUST BOOKINGS

During the Clearing period, every August, the UCAS website will be offline for the first and second day of Clearing. This is due to a clearing specific website being put in place of the UCAS website. On the third day the normal service is resumed and the UCAS website will be brought back online. This means that any web booking made for the month of August will last for 29 days.

Prices for Clearing advertising are non-negotiable and are only subject to the normal agency discount.

UCAS Media hosts and serves all adverts during clearing but is unable to guarantee tracking on clicks due to extremely high levels of traffic. Therefore we recommend implementing third party click tracking. We do not support third party image tags however.