

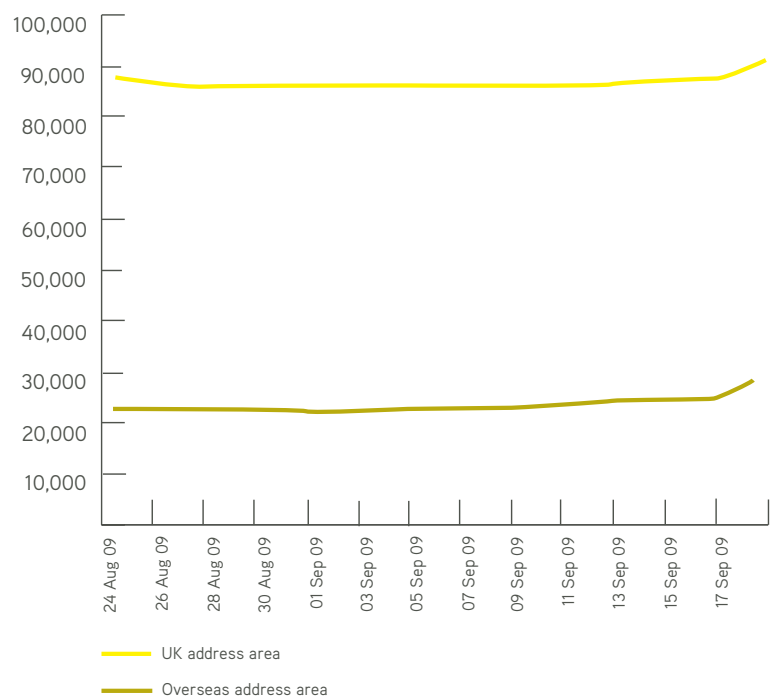
CLEARING EMAIL CAMPAIGN TO UNPLACED APPLICANTS

TARGET UNPLACED APPLICANTS DURING CLEARING

As you will be aware, UCAS facilitates the entrance of over 400,000 people each year into higher education. What you may not know is that there are up to as many as 100,000 applicants who apply yet do not have a place secured at a university or college come the start of Clearing. This is your chance to make contact with them and show what you have to offer. UCAS offers one opportunity every year for higher education institutions (HEI's) to get in touch directly with these applicants who have not been successful in attaining a place through the usual channels.

This bespoke email facility, performed on a solus basis, is open to any HEI from the Monday following A level results and runs for just three weeks. From 23 August 2010 you will be able to target those applicants who are best suited to filling any places that may still be free.

Based on figures from 2009, there could be over 120,000 eligible applicants at any one time during the Clearing period. To give you an idea of the numbers that could be available, please see the chart.



TARGETING

You can choose up to a maximum of two filters for your data. Examples of filters include:

- Subject group choice - based on top line JACS subject coding system – eg B1, B2, F3. If unsure, please ask us to send you a 'full list of JACS codes' or click on this link
- Domicile – UK, overseas or EU
- Post area or Region of domicile – eg GL (Gloucestershire) or South West region
- Age – any ranges based on birth date

FORMAT

Please supply email creative (including a subject line) 10 working days before the scheduled send date. In order for the best looking design and for optimum deliverability, it is recommended that you supply us with a fully working HTML creative for your campaign. Please see the 'UCAS Media email guidelines' for further information about setting this up. However, if you do not have the resource to supply your creative as HTML then we will accept text and a banner. The banner should be 600 x 90 pixels in static GIF format, less than 50kb. Your creative will then be placed into a UCAS email template, sandwiched between an introduction paragraph and a disclaimer at the foot of the page. Please ensure that you are 100% happy with your email creative before you send it over to us. We will send you a test email for you to approve, but further amends to the email content will incur costs.

COST

The cost is 50p per name plus VAT. In the first available week the minimum spend per email broadcast is £2,000 which equates to 4,000 recipients. This is due to the greater opportunity afforded by an earlier broadcast date. Thereafter the minimum spend will be £1,500.

- w/c Monday 23rd August - min spend £2,000
- w/c Tuesday 30th August - min spend £1,500

Important: one email creative per booking is allowed. If you intend to send multiple creatives you will need to book several campaigns.

BOOKING DETAILS

UCAS Media started taking bookings for Clearing at 09.00 on Monday 10 May. Bookings are taken on a first come first served basis. Please note that a valid purchase order number for at least the minimum spend is required when booking.

To book or discuss things further:

Call: 01242 544 881

Email: ucasmediaeducationteam@ucas.ac.uk.

SUMMARY OF KEY TIMINGS

Monday 10 May: UCAS Media started taking bookings for Clearing Unplaced email campaigns. Please ensure you have a PO number for the minimum spend to guarantee your slot. We will send you some paperwork to confirm your booking, including an Order Acknowledgment and a Targeting Form for you to fill in, sign and return via fax or email.

Friday 30 July: Please ensure all paperwork has been returned to us by this date. The targeting form will enable us to give you an idea of the numbers that may be available to you on the day of your campaign. Where applicable we will run a retrospective count from last year.

Monday 9 August: HTML creative required for all bookings for week one of Clearing (w/c 23 August)

Monday 16 August: HTML creative required for all bookings for week two of Clearing (w/c 31 August)

Monday 23 August: week one Clearing campaigns commence

Tuesday 31 August: week two Clearing campaigns commence

OTHER OPPORTUNITIES

If you are interested in this product then you may also be interested in the following other UCAS Media opportunities to target unplaced applicants:

- Various web advertising options on ucas.com over the Clearing period
- Monthly mailing to schools – special edition for Clearing sent just before A level results day
- Unplaced options e-zine produced in conjunction with The Independent