

STUDENT SAVERS 2010

UCAS knows who is going to university before anyone else. UCAS Media can help you reach new students before anyone else has the chance. This is a three month opportunity that offers more than just a message.

WHY:

Hosted on the official UCAS social network, yougofurther.co.uk, a 'Student Savers' area will enable you to show your product on a shared hub page and an individual offer page to well over half a million students. Running from July until October, your message can be displayed over a sustained period from well before Freshers fairs, before they know what their exam results are and to enrolment and beyond.

HOW:

- 3 email sends to all university applicants = 350,000 minimum per send
- 3 email sends to all yougo members = circa 300,000 per send
- Web advertising on ucas.com and content on yougo

This means email promotion to this key audience of over 1.5 million emails.

THE DETAILS:

Yougofurther is UCAS' official student network. It's used exclusively by students thinking about moving on to higher education as well as students already at university. It's a vibrant hub for sharing and giving advice about a whole range of relevant areas including finding out about the UCAS application process. It's a way of meeting people with similar interests and/or studying similar subjects, and joining in debates.

It's an effective way of tapping into the UCAS brand that means so much at this time to this group.

Using the official database of applicants, an email will be sent once a month in July, August and September to at least 350,000 applicants telling them about the Student Savers promotion.

There will be three monthly emails to the yougo membership base, totalling approximately 300,000 students receiving each send.

Additional web advertising and content will be carried on ucas.com to drive traffic to this area.

Over 11 million page impressions were served in the logged-in area of yougo during this period last year.

The promotion will contain a page on the site dedicated to our commercial clients and the offers that they wish to promote (which is completely free to air). From this page students will click on your logo taking them to a new page specifically for you, offering more information and links to your site.

Cost £15,000 plus VAT

For more information contact The Commercial Team at ucasmediacommercialteam@ucas.ac.uk or call us on 01242 544881.

Packages alongside other UCAS Media channels are also available - contact The Commercial Team to discuss your needs and ideas.

