

## Print advertising with UCAS for 2012 entry

### Advertising and sponsorship opportunities in essential reading

Deciding what and where to study are very important decisions, and with 310 universities and colleges and nearly 50,000 courses to choose from, it can seem very daunting. Students need help and one of the first places they look is UCAS publications.

UCAS produces a range of free and priced publications covering all aspects of entry into higher education. We offer advice about careers, which courses are available and where, entry requirements, completing the UCAS application, student life, finance and taking a year out.

Because of UCAS' unique position managing applications to higher education, the publications are seen by students, parents and teachers as authoritative and definitive. Advertising your course, institution, product or service in our publications means you will be viewed with the same credibility.

UCAS Media offers a wide range of exciting advertising and sponsorship opportunities. If your key target market is students wanting to enter higher education you can be sure they'll be reading a UCAS publication. It will be helping them plan their future; by advertising, you could become a part of that future too!

Target audience: [quick reference](#)

Publications	Students 16 - 18	Students 21+	Teachers/ Careers advisers	Parents/ Guardians
Open Days	●	●	●	●
Parent Guide			●	●
Little Guide	●		●	●
Big Guide	●	●	●	●
Lifelong Learning (over 21)		●	●	
Big map/International big map/Poster	●	●	●	
Progression series (10 subject specific guides)	●	●	●	●

## Open days 2011

## Essential guide to open days and conventions in 2011



This annual guide provides details of all the higher education open days and taster courses held across the 310 universities and colleges in the UK. It also provides a full list of over 50 UCAS education conventions held throughout the UK. You are able to place your advert alongside your Open Day entry in the book (subject to availability).

Target audience	16 to 18 year old students, teachers, career advisers and parents.	
Distribution	Free reference copies to all schools, colleges and careers organisations in the UK. Available free to students attending UCAS education conventions. Available to order from UCAS and <a href="http://ucasbooks.com">ucasbooks.com</a>	
Print run	30,000	
Cover price	£3.50 (where charged)	
Page costs		
Half page	£850	
Full page	£1,200	
IFC/ IBC	£2,000	
Format:		
Size	198 x 210	
Colour	CMYK	
Booking deadline	3 November 2010	Artwork deadline 19 November 2010
Publication date	January 2011	

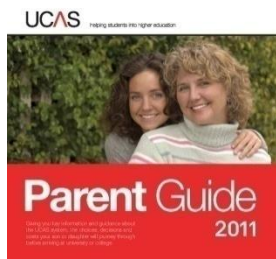
You may like to consider using our **Open days package** where you can take an advert in this guide and follow this up with your Open Day poster included in one of our monthly mailings to UK schools and colleges.

You can also advertise your Open Days by using our student networking website [yougofurther.co.uk](http://yougofurther.co.uk), or send a personal invitation to year 12 students using our **Pre Applicant Data**. Visit [www.ucasmedia.com](http://www.ucasmedia.com) or contact us on 01242 544881 for further details.

## Parent Guide 2012

**Advice and information for parents**

This free annual guide gives parents and guardians an insight into the application process, and provides useful tips to make applying to higher education easier to manage. Sent to every school and college in the UK, often handed out at parents' evenings and also mailed to parents registering on the UCAS parents' website, the guide is one of the few channels that exist for communicating with parents and guardians of students. This publication was extremely popular for 2011 entry and had to be re-printed to keep up with demand.



We now produce both an English Parent Guide and an English/Welsh tumble-top Parent Guide

We have a **parent package** which includes a full page advert, a two month web advert in the Parents' section of ucas.com and an entry in our parent emails.

Target audience	Parents, guardians, teachers and career advisers.
Distribution	Free to all UK schools and colleges. Free to parents and guardians registering on the UCAS Parents' website.
Print run	<b>250,000 ENGLISH VERSION 10,000 WELSH/ENGLISH VERSION</b>

## Page costs

**English version**

Half page	£3,000
Full page	£4,000
IFC/IBC	£6,000

**Welsh/English Version**

Half page	£850
Full page	£1,600

**Parent Package English**

Full page	£6,000
Half page	£5,000

**Parent Package Both**

Full page	£7,000
Half page	£6,000

**Both versions**

Half page	£3,600
Full page	£5,100

## Format:

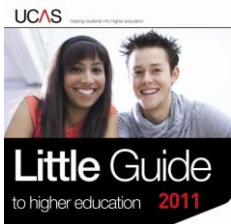
Size	196mm x 196mm
Colour	CMYK

Booking deadline		Artwork deadline
English	3 December 2010	10 January 2011
Welsh/English	19 January 2011	18 February 2011

Publication date	English : February 2011	Welsh/English: April 2011
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## Little Guide 2012

## The must-have pocket guide for students considering applying to higher education



This pocket-sized annual publication is a quick reference guide to higher education, helping students to make informed choices throughout the application process. Packed full of essential information on everything from researching what and where to study, the UCAS application process, and even taking a year out, it is the first point of reference for any questions about higher education.

**Please note** spaces in this popular guide are limited and are sold on a first-come first-served basis.

Target audience	16 to 18 year old students, teachers and career advisers.	
Distribution	Free bulk distribution to all UK schools and colleges and handed out to students attending UCAS education conventions. Additional copies are available from UCAS and High Street Shops such as Waterstones WH Smith etc.	
Print run	100,000	
Cover price	£1.99 (where charged)	
Page costs		
Full page	£2,500	
Double page spread	£4,000	
IFC*	£5,000	
Format:		
Size	120mm x 120mm	
Colour	CMYK	
Booking deadline	16 December 2010	Artwork deadline 19 January 2011
Publication date	March 2011	

\*IFC: Inside front cover

\*IBC: Inside back cover

## Big Guide 2012

## The definitive higher education course guide for students and their advisers



This is the **only** official annual guide to offer information about the qualifications needed for entry to higher education in the UK. It outlines the structure and required subjects for more than 50,000 courses at 310 universities and colleges in the UK. It also contains an overview of each institution and the UCAS process, and includes a CD ROM containing all entry requirements for courses.

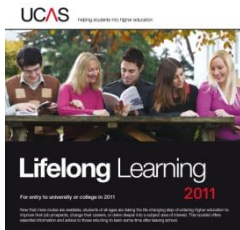
Subject-specific advertising in course tables – we are now accepting advertising within the course tables of the Big Guide. The areas in which we are accepting this advertising also complements our Progression Series publications, and we are offering packages to advertise in both.

Sections available (subject to availability): engineering, mathematics, teaching and education, health and social care, economics, accountancy, business studies, art, design studies, law and psychology.

Target audience	16 to 18 year old students, teachers, career advisers and parents.	
Distribution	Available to order from UCAS, ucasbooks.com and other booksellers.	
Print run	10,000	
Cover price	£31.50	
Page costs		
half page	£2,000	
full page	£3,500	
Full page with button* advert on ucas.com	£4,500 * in the choosing Universities or College area	
IFC/IBC with button* advert on ucas.com	£6,000	
<b>Progression/Big Guide package</b>		
Half page	£2,300	
Full page	£4,000	
Format:		
Size	Oversized A4 (297mm x 225mm)	
Colour	Mono	
Booking deadline	03 March 2011	Artwork deadline 10 March 2011
Publication date:	May 2011	

## Lifelong Learning 2012

## Essential information and advice for potential applicants over the age of 21



Now that more routes are available, students of all ages are taking the life-changing step of entering higher education to improve their job prospects, change their careers, or delve deeper into a subject area of interest. The UCAS Lifelong Learning guide offers essential information and advice to those returning to learn some time after leaving school. It helps explain the higher education application process for mature

students, what to expect from student life, how to choose a course, as well as case studies, practical advice on finance, how to apply and other useful sources of information.

Target audience	Students aged 21 and over, teachers and career advisers.	
Distribution	Free to all students aged 21 and over, careers organisations, higher education establishments and other advising organisations.	
Print run	30,000	
Page costs		
Half page	£850	
Full page	£1,200	
IFC / IBC	£2,000	
Format:		
Size	196mm x 196mm	
Colour	CMYK	
Booking deadline	26 February 2011	Artwork deadline 7 March 2011
Publication date:	April 2011	

## Big map, International big map and GTTR big map 2012

Essential information for both UK and international students including a map of the UK with all higher education institutions highlighted.



All maps contain the UCAS applicant journey, which is a step-by-step guide to applying to higher education, along with other useful information regarding money, further reading etc.

**GTTR** - big map includes a map of the UK with graduate teacher training providers listed and specific information for that audience.

**International Poster** – Large A0 sized poster designed for permanent display at overseas schools colleges and agencies.

Target audience	UK students, international students, graduate teacher training students		
Distribution	Free to all students, handed out at UCAS events throughout the UK and delivered free of charge to schools and colleges. International big map handed out at international fairs around the world and through British Council offices and agencies. GTTR map handed out at TDA events and sent to careers organisations.		
Print run	220,000 UK Big map 20,000 International Big map 10,000 GTTR Big map	4,000 International poster	
UK Big Map (only 4 slots available)	£3,500		
International Big Map (only 4 slots available)	£2,500		
International Poster (only 4 slots available)	£2500		
GTTR Big Map (only 4 slots available)	£1,500		
Sponsorship also available	£10,000 Big map 2011 £6,000 International big map 2011 £4,000 GTTR big map 2011		
Size	Width 130mm X Height 82mm		
Booking deadline	Big map UK 9 February 2011 International 9 April 2011	Artwork Deadline	Big map UK 19 February 2011 International 9 April 2011
GTTR Map	International Poster 21 May 2011 GTTR 10 June 2011		International Poster 9 June 2011 GTTR 21 June 2011
Publication date:	UK April 2011 International May 2011 GTTR July 2011	International Poster	July 2011

**International Package** - UCAS Media now has a suite of products to put you in contact with international students including pre-applicants and unplaced applicants. We also offer web advertising, emailing to international schools, and much more. Please ask for further details.

## The Progression series 2012

### Careers information and guidance for key subjects



A series of 10 comprehensive guides aimed at students considering a career in competitive subject areas. These guides increase students' and teachers' appreciation of the importance of career planning, particularly in these competitive subject areas. Each guide contains the official UK undergraduate course listings and requirements of the specialist subjects, and offers career information and guidance, professional overviews and case studies. Complete sets of these guides are a staple part of many libraries. The readership of these titles is therefore in the tens of thousands with many readers. Further information about the series is available on [ucas.com](http://ucas.com), please copy and paste this link into your web browser: [www.ucas.com/students/choosingcourses/books](http://www.ucas.com/students/choosingcourses/books)

#### Titles within the series:

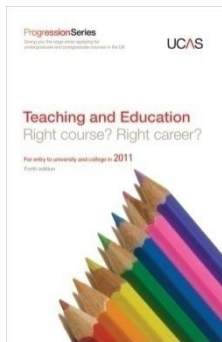
- Art and Design
- Economics, Finance and Accountancy
- Health and Social Care
- Engineering and Mathematics
- Psychology
- Media and Performing Arts
- Law
- Medicine, Dentistry and Optometry
- Sports Science and Physiotherapy
- Teaching and Education (see further info on page below)

Target audience	Students considering a career in the above specified careers, teachers, careers advisers and parents.	
Distribution	Available to order from UCAS, <a href="http://ucasbooks.com">ucasbooks.com</a> and other online booksellers. including Amazon, Tesco etc.	
Cover price	£15.99	
Print run	1,500 per title	
Page costs		
Half page	£350	
Full page	£700	
Double page spread	£1,000	
IFC/ IBC	£1,200	
<b>Package with Big Guide course tables</b>	£4,000 full page £2,300 half page	
<b>Advertise in all 10 titles</b>	£5,000 (for a full page in each title)	
Format:		
Size	Oversized A5 (234mm x 153mm)	
Colour	CMYK for Art & Design, mono for all other titles.	
Booking deadline	09 March 2011	Artwork deadline 30 March 2011
Publication date	May 2011	

Subject-specific advertising is also available on [ucas.com](http://ucas.com), please ask for details.

## Progression to Teaching (formerly 'ITT Handbook')

### The guide to a career in teaching



This handbook provides details of undergraduate and postgraduate teacher training providers in England, Scotland and Wales. It contains profiles of teacher training options, advice on applying, financial support etc. It also covers general information on the institutions listed, including accommodation, local interest and activities.

Target audience	Prospective BEd, PGCE students, parents, advisers	
Distribution	Available to order from UCAS, <a href="http://www.ucasbooks.com">www.ucasbooks.com</a> and other online booksellers including Amazon, Tesco etc.	
Cover price	£15.99	
Print run	2,000	
Page costs	Free profile page for UCAS members and then £700 per additional page. This additional page can include photographs or adverts.	
Format:		
Size	Oversized A5 (234mm x 153mm)	
Colour	Mono	
Booking deadline	09 March 2011	Artwork deadline 30 March 2011
Publication date	May 2011	

Please note advertising is also now being taken for our new GTTR big map, please ask for details.

## Important dates for 2012 entry publications

Publication	Booking deadline	Artwork deadline	Approx print run *	Publication date
Open days	03/11/10	19/11/10	30,000	January 11
Parent Guide	03/12/10	10/01/11	250,000	February 11
Welsh Bi-lingual Guide	19/01/11	18/02/10	10,000	April 11
Little Guide	16/12/10	19/01/11	100,000	March 11
Big Guide	03/03/11	10/03/11	8,000	May 11
Lifelong Learning/Mature Guide	25/02/11	07/03/11	30,000	March 11 <sup>4</sup>
Big map	09/02/11	19/02/11	220,000	April 11
International big map	18/02/11	21/02/11	20,000	May 11
International Poster	21/05/11	09/6/11	4,000	July 11
GTTR big map	10/06/11	30/06/11	10,000	July 11
Progression series	09/03/11	30/03/11	1,500 per title	May 11

\* Publication print runs and prices are correct at time of going to press.

To obtain further information or request samples contact Caryn Wright, UCAS Media on 01242 544 938 or email [c.wright@ucas.ac.uk](mailto:c.wright@ucas.ac.uk)

For more information about how UCAS Media can help you get in touch with students visit our website [www.ucasmedia.com](http://www.ucasmedia.com)

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