

A MILLION STUDENTS ARE WAITING TO MEET YOU...

The unrivalled benefits of advertising on UCAS.com:

- 35 million page impressions per month
- Over one million web users
- An audience with active interest in Higher Education
- Association with a trusted, authoritative brand

UCAS has exclusive responsibility for managing university applications – a role that grants UCAS unique authority in the eyes of students and their parents. This makes ucas.com the ideal platform for highlighting the credibility and authority of your own institution or course.

Not only that, but you can be confident visitors to the site will be interested in further study. Over a million students each year turn to UCAS.com when considering higher education, each making significant decisions about their future. What better time to introduce yourself and what you have to offer?

Dedicated sections for students, parents, advisers and HE staff help you to target your advertising effectively. Campaigns can be timed to suit your needs. August through to January are ideal periods for reaching potential students while they consider where to apply; but you can also schedule your advertising to promote one-off events such as open days. With the facility to directly click through to your own institution's website, advertising on ucas.com means you can take potential applicants right to the information they need – and you can track the effectiveness of your campaign. With so many options, ucas.com can provide advertising truly tailored to your institution's requirements.



To find out more about advertising on ucas.com please contact us on 01242 544881 or email us at ucasmediaeducationteam@ucas.ac.uk

YOUNGOFURTHER.CO.UK

To really engage with the student community, your HEI can make use of yougofurther.co.uk: a social networking website developed by UCAS. The site gives students a chance to meet people with similar interests, join in debates and consider their choice of course or university. It's a place to exchange ideas with peers, make friends and address questions or concerns.

By developing a Profile Page on yougofurther.co.uk, your institution can interact with potential and current students. The content of your Profile Page is completely under your control. You can:

- post general information about your institution
- link to your prospectus
- publicise upcoming events such as Open Days
- 'befriend' students with an interest in your HEI
- Send news via a live feed
- Answer student questions for your admissions team
- Post pictures or videos

The possibilities for two-way communication make yougofurther.co.uk an ideal platform for getting to know, and fostering interest in, prospective applicants.

YOUR BRAND, WHERE YOU WANT IT.

You can advertise in a range of locations across the site. With over four million page impressions a month, the Student section offers wide exposure. The Choosing Courses section is also ideal for communicating with people who are weighing up their higher education options and want to find out more. Whatever your decision, because online advertising is uniquely measurable, you can monitor the strengths 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.

To find out more about advertising on yougofurther.co.uk please contact us on 01242 544881 or email us at ucasmediaeducationteam@ucas.ac.uk