With a continued increase in the number of direct to Clearing applicants, and 12.5% or 66,770 of all applicants being placed through Clearing in 2018, this crucial period in the cycle remains a key priority for recruitment teams across the sector.

We recognise the importance of planning your marketing investment well ahead of the results period, and of ensuring your recruitment campaigns are focused on delivering the right results. So, we’ve focused on building on the strong foundations we put in place in 2018 to provide you with even more reassurance of performance during this key recruitment period.

All our opportunities have impact, and all are delivered through the various and trusted touch points we have with the audience you need.

If you’re anticipating last minute spaces on your courses, UCAS Media should be your strategic partner of choice. We’re unique in being able to put your recruitment message right in front of students as they find out their status – a highly engaged, verified audience who are looking for opportunities.

With us, the benefits are clear

- Earlier engagement – reaching applicants without a place before your competition, and at the exact moment that matters, gives you the edge for conversion.
- Increased impact – targeting your messages to the applicants most likely to convert means improved efficiency and a greater return on your investment.
- Applicant-focused solutions – multiple options, centred around applicants’ needs, deliver better results for you and the applicant.
Align your message with the trusted source of advice

UCAS is right at the heart of Clearing, and hundreds of thousands of students turn to us each year.

The statistics speak for themselves – search engines returned UCAS’ optimised information and advice in 45% of keyword searches. That’s above the average score of 32%, and far exceeds our competitors’ rankings at 3 – 7%. It’s evidence that we are seen as the trusted source of advice at this crucial point in applicants’ lives.

And that comes with responsibility – our ability to ensure the right student sees the right message, in a moment that really matters to them, is what makes us stand out from the crowd, and ensures we help our clients actively support and benefit from the decision-making process.

From campaign planning, to creative optimisation and delivery, we’ll work with you to deliver high impact messages to maximise your recruitment.

An integrated solution

Our digital proposition remains centred around three core channels – all at the centre of an applicant’s journey through Clearing. That means unparalleled reach for your brand, at the exact moment everyone considering higher education is focused on UCAS.

ucas.com – boost engagement with your brand, and benefit from direct Clearing recruitment messages to drive phone calls.

Search tool – recruit at subject level, by connecting students’ preferences and research behaviour with your offer.

Track – a unique chance to directly connect with applicants. Your display advert in our application tracking system – they see your message at the moment they find out they are unplaced.

And to ensure conversion, our email proposition, with demographic insights and in the moment sends, provides one of the earliest opportunities to directly reach the audience.
Trends are continuing to change in Clearing. Understanding the optimum time to run your campaign, and the segmentation you need for maximum impact, continues to make all the difference with success. But there are now other trends to watch – around the make-up of the audience, and their behaviours in applying.

**Key trends to watch**

Direct to Clearing acceptances increased by 3.4% in 2018, with around 75% of those applying through this route finding a place. It’s a group of applicants that is clearly in demand, so for anyone looking to fill spaces, it’s important to consider them.

The trend in Clearing acceptances has followed a similar pattern to previous years. The peak of confirmed places are made in the first few days after A level results day, but a significant number are still being placed two weeks later.

**Clearing acceptances by day, after results day**

Clearing acceptances remain at their strongest for the younger age group, but for direct to Clearing acceptances, it’s the mature students (21 and over) who made up 52% of 2018 acceptances. Last cycle, the number was 9,070, which is the highest it has ever been, ensuring your message resonates with their needs is critical for conversion.

**All Clearing acceptances for all age groups**

We know the subjects they are interested in studying, which means with us, you can reach exactly the right students for your courses. Speak to our experts to align your course recruitment to our audience.

**Number of applicants in Clearing by subject group**

- Medicine and dentistry: 6,690
- Business and admin studies: 7,030
- Computer sciences: 3,140
- Creative arts and design: 11,330
- Biological sciences: 6,350
- Subjects allied to medicine: 19,700
- Social studies: 7,450
- Linguistics, classics, and related subjects: 960
- Physical sciences: 1,830
- Engineering: 3,570
- Law: 3,060
- Education: 4,940

**Number of applicants in Clearing by region**

- North East – 2,380
- North West – 9,350
- Yorkshire and The Humber – 5,980
- East Midlands – 4,690
- West Midlands – 7,170
- East of England – 6,270
- Greater London – 17,800
- South East – 10,320
- South West – 5,710
- Northern Ireland – 3,580
- Scotland – 12,470
- Wales – 3,250
- Other EU – 12,930
- Non EU – 27,330

We know the subjects they are interested in studying, which means with us, you can reach exactly the right students for your courses. Speak to our experts to align your course recruitment to our audience.
Ensure your Clearing opportunities feature on the official Clearing destination for applicants.

Linked to directly from the ucas.com homepage, and referenced in all Clearing-related communications, the Clearing homepage is right at the heart of the advice we offer.

**The highlights**

- The hub of all information about Clearing, and the start of a journey for thousands of applicants still needing a university place.
- High profile advert placement, meaning your opportunity is one of the first surfaced to applicants.
- Intense promotion – the destination promoted across UCAS’ official Clearing collateral, from early July until the end of the cycle in September.

**Technical information**

Your ads will run from early July through to September (exact dates to be confirmed).

**Opportunities**

Five slots, with up to ten advertisers in rotation: £10,000 each

**Format**

MPU on Clearing landing page, available on rotation, multiple animated .gifs/.png permitted.

Size: 300 x 250px
Supporting students as they research their options by subject, provides a unique opportunity to promote individual courses, or your organisation.

Placing your brand on the subject-specific pages, where you need promotional focus, gives you more flexibility than ever before.

Subjects: agriculture, architecture, biology, business, computer science, creative arts, dance, drama, engineering, English, history, languages, law, maths, media, medicine, music, nursing, psychology, science, social studies, sport, teaching, and veterinary science.

Premium subjects include law, medicine, economics, psychology, and business.

**The highlights**

- Flexible targeting – by single or multiple subjects, depending on your objectives.
- Increased profile – your content alongside UCAS’ trusted information.
- Aligned to the student journey – as students explore their options, be part of their decision-making.

**Technical information**

Your ads will run from early July through to September (exact dates to be confirmed).

**Opportunity one (1)**

One slot with up to four advertisers in rotation: £5,000 each

**Format**

MPU on landing page of research pages, available on rotation, multiple animated .gifs/.png permitted.

**Size**

300 x 250px

**Opportunity two (2)**

Ten links: £2,000 premium/£1,000 standard

Ten links available on each subject page – premium subject slots, and standard subject slots available.

**Format**

40 characters (incl. spaces)

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0.30% AVERAGE CLICK THROUGH

OVER 450K AD IMPRESSIONS IN TOTAL
Each year, ucas.com is the starting point for hundreds of thousands of students researching the Clearing process. Ensure your brand is on the homepage throughout this high profile period.

The highlights

➤ Above the fold placement – be the brand everyone sees when arriving on ucas.com.
➤ Brand alignment – engage all students with your message, giving you longer-term brand benefits.
➤ Brand association – ensure you feature with the primary brand associated with results day and the Clearing period.

Technical information

Your ads will run from early July through to September (exact dates to be confirmed).

Opportunities

Two slots, with up to eight advertisers in rotation: £20,000 each

Format

MPU on ucas.com homepage, available on rotation, multiple animated .gifs/.png permitted.

Size: 300 x 250px

6.7 MILLION AD IMPRESSIONS ON UCAS.COM JULY – SEPTEMBER, IN TOTAL
Align your messaging with information on key UCAS application tools and services pages – five of the highest traffic pages on ucas.com during August and September.

Includes sign in and register page, choosing a course landing page, Apply and Track landing page, and the Tariff calculator page.

The highlights

- At the heart of Clearing – key content in demand by students appears on the pages used to access UCAS’ core systems on results day.
- High impact brand awareness at exactly the moment applicants are finding out their status.
- Build your message – repeat surfacing of your campaign encourages conversion.

Technical information

Your ads will run from early July through to September (exact dates to be confirmed).

Opportunities

Two slots, with up to eight advertisers in rotation: £10,000 each

Format

MPU on landing page, on rotation, multiple animated .gifs/.png permitted.

Size: 300 x 250px

558 CLICKS ON AVERAGE PER ADVERTISER

7.7 MILLION AD IMPRESSIONS IN TOTAL

UCAS.COM PREMIUM CONTENT PAGES
Sponsored content blocks, appearing on every page, and available on rotation across ucas.com.

The highlights

➤ Ongoing brand presence – your content message featuring on ucas.com throughout the results period.
➤ Position your brand – content provides you with the opportunity to do more than just promote a course.
➤ Flexible delivery – update your content throughout the period to reflect your changing priorities.

Technical information

Your ads will run from early July through to September (exact dates to be confirmed).

Opportunities

Three slots, with up to ten advertisers in rotation: £2,500 each

Format

➤ 100 x 100 thumbnail, static .gif, .png, .jpg only
➤ 40 words

2018 performance

915 CLICKS ON AVERAGE PER ADVERTISER
Appear on multiple Clearing resource pages, all linked to from the Clearing landing page, and all focused on information about results, what’s next, and where to get support.

**The highlights**
- Increase your profile – appear on the pages used by students to understand the Clearing process.
- Align with UCAS’ advice – benefit from students’ trust in UCAS to deliver advice and information during this key period.
- Build your message – repeat surfacing of your campaign encourages conversion.

**Technical information**
Your ads will run from early July through to September (exact dates to be confirmed).

**Opportunities**
Two slots, with up to six advertisers in rotation: £5,000 each

**Format**
MPU available on rotation, multiple animated .gifs/.png permitted.
Size: 300 x 250px

2018 performance
At the centre of applicants’ searches for new opportunities, your course adverts, targeted by subject, will appear alongside their search results.

**The highlights**
- Be part of the search – deliver access to the prospects you’re looking for as they research.
- Flexible campaigns – promote across multiple subjects, or specific opportunities.
- Exclusive positioning – your brand is the only one an applicant will see when they land on a specific subject.

**Technical information**
Your ads will run from early July through to September (exact dates to be confirmed).

**Opportunities**
Advertising slots: Six advertisers in rotation, per subject group.

<table>
<thead>
<tr>
<th>Tier 1: £6,000</th>
<th>Tier 2: £2,000</th>
<th>Tier 3: £1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>Science</td>
<td>History</td>
</tr>
<tr>
<td>Social studies</td>
<td>Languages</td>
<td>Media</td>
</tr>
<tr>
<td>Engineering</td>
<td>Architecture</td>
<td>Drama</td>
</tr>
<tr>
<td>Performing arts</td>
<td>Arts</td>
<td>Music</td>
</tr>
<tr>
<td>Biology</td>
<td>Computer science</td>
<td>Teaching</td>
</tr>
<tr>
<td>Law</td>
<td>Mathematics</td>
<td>Agriculture</td>
</tr>
<tr>
<td>Business</td>
<td>Sport</td>
<td>Dance</td>
</tr>
<tr>
<td>Psychology</td>
<td>English</td>
<td></td>
</tr>
<tr>
<td>Nursing</td>
<td>Veterinary science</td>
<td></td>
</tr>
</tbody>
</table>

**Formats**
- Multiple animated .gifs/.png permitted.
- Sky size: 160 x 600px
- Leader size: 728 x 60px
- Mobile banner: 320 x 50px

2018 performance  *Tier 1 keywords*
At the heart of the application process, adverts are served to unplaced applicants, resonating directly with their needs.

Your Clearing messages in front of applicants as they find out their status. Reassurance for you that you’re only reaching those who are confirmed as unplaced – high profile and high impact.

**The highlights**

- Unique placement – the only way you can promote your course to an applicant at the exact moment they find out they are unplaced.
- Instant conversion – appearing alongside an applicant’s status, you’ll benefit from instant engagement.
- Targeted reach – connect only with unplaced applicants, making every message deliver impact.

**Technical information**

Your ads will run from early July through to September (exact dates to be confirmed).

**Opportunities**

Two slots, with up to eight advertisers in rotation: £10,000 each

**Format**

On status page, available on rotation, multiple animated .gifs/.png permitted.

Size: 300 x 250px

2018 performance
The page seen by all applicants as they sign out of Track. For those still looking for inspiration, your opportunities will be the first thing they see.

**The highlights**

- Engagement at the point of conversion – as applicants find out their results and sign out, ensure your brand is visible.
- Flexible messaging – promote all, or specific, opportunities.
- Repeat impact – with each status change, your message will be resurfaced.

**Technical information**

Your ads will run from early July through to September (exact dates to be confirmed).

**Opportunities**

Three slots, with up to nine advertisers in rotation: £7,500 each

**Format**

MPU on Track logout page, multiple animated .gifs/.png permitted.

Size: 300 x 250px
Extend your engagement with data-led search and social.

Underpinning the best marketing campaigns, you need high quality data.

Our paid media service includes access to UCAS’ Clearing forecast data, custom segmentation to deliver the optimal data for your campaign, a bespoke planning session with our digital experts, and full campaign support and delivery. Our applicant matching reporting is uniquely available to UCAS Media clients, enabling you to understand the impact of your campaign at a detailed level.

The service uses our applicant data, so your campaign only reaches those who you want to convert, enabling you to run a campaign across Google, Twitter, and Facebook – making it more focused, and delivering better results.

**The highlights**

- Our verified applicant data drives your campaigns, meaning you are able to reach exactly the audience you need to convert.
- Full campaign analysis enables you to understand the full impact of the campaign you run.
- Optimising the channels we know applicants are using extends your message even further.

**Technical information**

Your campaign will run from early July to September (exact dates to be confirmed).

**Opportunities**

This opportunity is available for five clients, at a cost of £50k.
Relevant and engaging emails, direct to those who we know are unplaced and looking for opportunities. Get the attention you need for your message.

Starting with 20 available slots on SQA results day, and multiple slots available on, and immediately after, A level results day, our data segmentation capabilities, send capacity, and technical expertise give you a winning solution to promoting your course availability.

Whether you need to target by location, subject, or achievement, nobody can reach verified, unplaced applicants quicker than UCAS Media.

<table>
<thead>
<tr>
<th>Date of send</th>
<th>Availability</th>
<th>Minimum spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday 6 August</td>
<td>20</td>
<td>£2.5k + VAT</td>
</tr>
<tr>
<td>(SQA results day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday 15 August</td>
<td>20</td>
<td>£20k + VAT</td>
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<tr>
<td>(A level results day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday 16 August</td>
<td>20</td>
<td>£8k + VAT</td>
</tr>
<tr>
<td>Saturday 17 August</td>
<td>20</td>
<td>£6k + VAT</td>
</tr>
<tr>
<td>Sunday 18 August</td>
<td>20</td>
<td>£5k + VAT</td>
</tr>
<tr>
<td>Monday 19 August</td>
<td>25</td>
<td>£4k + VAT</td>
</tr>
<tr>
<td>Tuesday 20 August</td>
<td>25</td>
<td>£4k + VAT</td>
</tr>
<tr>
<td>Wednesday 21 August</td>
<td>25</td>
<td>£4k + VAT</td>
</tr>
<tr>
<td>Thursday 22 August</td>
<td>25</td>
<td>£4k + VAT</td>
</tr>
<tr>
<td>Friday 23 August</td>
<td>25</td>
<td>£4k + VAT</td>
</tr>
<tr>
<td>Tuesday 27 August</td>
<td>25</td>
<td>£2k + VAT</td>
</tr>
<tr>
<td>Wednesday 28 August</td>
<td>25</td>
<td>£2k + VAT</td>
</tr>
<tr>
<td>Thursday 29 August</td>
<td>25</td>
<td>£2k + VAT</td>
</tr>
<tr>
<td>Friday 30 August</td>
<td>25</td>
<td>£2k + VAT</td>
</tr>
</tbody>
</table>

AVERAGE OPEN RATES OF 31% OVER CLEARING PERIOD*

* from results days to 31 August 2018
GET ON BOARD

Our booking process is simple. It’s based on an independent draw system, which makes it fairer, and gives you longer to choose, make, and submit your requests.

By working with us, you’ll be directly supporting today’s and tomorrow’s students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students and higher education providers alike.

What happens next?

Select your inventory – this document contains everything you need to know, the specifications, and the costs. You now have two weeks before the booking window opens.

Monday 28 January to Friday 1 February – booking opens. You’ll have these five working days to email your booking form to us. Find the form on our website.

Monday 4 February – an independent, lottery-based draw system will determine where inventory is allocated. Your client partner will confirm your booking on 8 February.

Terms and conditions apply.