

ENGAGE STUDENTS EARLY

Facing recruitment challenges? Engage students before the competition, to **boost conversion rates**.



Get in front of the

92%

of students, and their
influencers, who open
direct mail

Raise your profile –

1.8M

course searches
annually on our
search tool

Increase your ROI –

56%

higher email
clickthrough
rate than the
UK national average

Overview

Students start exploring their options at least a year before leaving school or college. The information and advice they receive during this time is critical to the choices they make. If they have all the information they need at their fingertips, they can make quick and informed decisions, which means you'll get higher quality conversions.

With our verified student database and unbeaten audience reach, it's easy to target this important audience with personalised messages. What's more, we'll ensure they see your message at exactly the right moment, helping you build brand engagement until they're ready to convert.

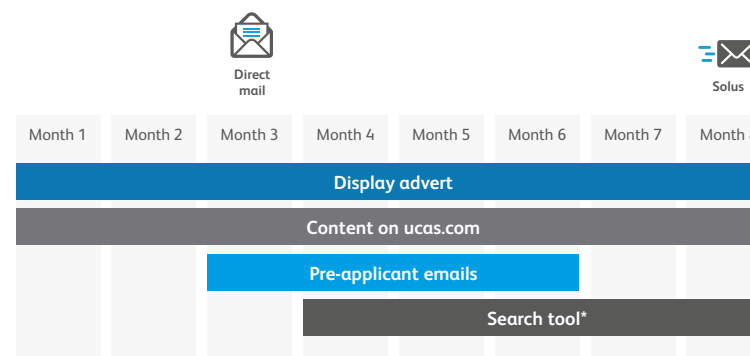
Facing recruitment challenges?
To find out how to get ahead
of the competition

Call 01242 544 881

ucasmedia@ucas.ac.uk



Our solution



Build your brand

We'll serve your banner ad across the information pages of ucas.com from February to September. So, students will engage with your message as they start their higher education research.

Your message on ucas.com

Our advice pages help students think about their options, and make informed decisions. You'll get tenancy sponsorship for existing 'top tips', a video slot, and a UCAS-led interview, written by us on your behalf.

Your message to students interested in

higher education We send trigger-driven, personalised content to students interested in going to uni. Your email message will sit alongside key advice from UCAS, and reach recipients when they are most likely to respond. You can target emails in this journey by students' subject and location preferences.

Your exclusive message in our search tool

Your message will be the only one students see in their UCAS search results. For maximum impact, you'll have two skyscraper display opportunities: one above the fold, and one that's sticky, and follows students as they browse their search results.

Your brand – on their doorstep!

Students generally don't get post, so your brand will have stand out appeal when it hits the mat! Tailor your creative based on a student's subject and location preferences, to really hit the mark. Direct mail is seen by parents and guardians too, so it has double the reach.

Note: subject to additional postage and fulfillment costs.

Your creative, direct by solus email

Once they're engaged, we'll seal acquisition with a solus email, sent in early autumn. Our consultants will help you craft your message, for guaranteed appeal.

Creating impact

We blend audience segmentation, creative consultation, and timing optimisation, to ensure you get the right message to the right students, at the right time.

- Campaign consultation**
Establishing your objectives, identifying your audience, and confirming your order.
- Creative guidance**
Supporting you to optimise your creative, and defining the technical specifications.
- Creative confirmation**
Testing your creative and approval for delivery.
- Timing optimisation**
Confirming segmentation and audience reach, and planning delivery.
- Launch confirmation**
Delivering your campaign, and monitoring performance.
- Success report**
Reporting and analysing performance, and invoicing.

PRICING

Get in touch with our team to find out more. A 10% discount is available when purchasing all the elements within a package.

Package one

100k impressions / month – display advert on ucas.com	£1,500
One-month sponsorship tenancy on ucas.com	£2,500
Content slot across eight journey pre-applicant emails	£8,000
66k impressions – keyword ads in the search tool	£1,000
Targeted solus email to 10k students in region of your choice	£7,000
Total cost	£20,000 +VAT

Package two

200k impressions/month – display advert on ucas.com	£3,000
Two-month sponsorship tenancy on ucas.com	£5,000
Content slot across eight journey pre-applicant emails	£8,000
100k impressions – keyword ads in the search tool	£1,500
Targeted solus email to 20k students in region of your choice	£14,000
Total cost	£31,500 +VAT



Why UCAS Media

If you need a partner that can cut through the noise to reach the right students with your recruitment campaigns, speak to UCAS Media. Targeted, early access to students considering university or college, or those who are still looking for their ideal destination, months before anyone else, means we give your message the edge.

Trusted by students and their advisers, 700k applicants use UCAS every year to progress to higher education, and thousands more decide on an alternative route. That puts UCAS Media in the perfect position to support universities, colleges and employers, who want to reach students with their recruitment messages.

UCAS Media Limited is a wholly owned subsidiary of UCAS. 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.

Interested in finding out more?

Call 01242 544 881 or email ucasmedia@ucas.ac.uk



We have a solution for any challenge. Take a look at our other **insight-driven** products on ucasmedia.com.