

# CLEARING 2021 INVENTORY BOOKING FORM

Please send this form to [ucasmediaclearing@ucas.ac.uk](mailto:ucasmediaclearing@ucas.ac.uk) and also your account manager

Name	
Provider	
Agency (if on behalf of a provider)	
Date	
Email address for confirmation	

Please add 1 in the 'number required' column against those items to wish to select. For, keywords, research text links and email you may add multiple slots – for example, if choosing Social studies and medicine keywords, please put 2 in the 'number of slots' column.

Digital display	Inventory	Rate card	Number required	Total cost
	Homepage on ucas.com	£20,000 (per slot)		
	Clearing homepage on ucas.com	£12,000 (per slot)		
	Clearing research pages on ucas.com (MPU)	£5,000 (per slot)		
	Premium content pages on ucas.com	£15,000 (per slot)		
	Sponsored content links on ucas.com	£4,000 (per slot)		
	Clearing resource pages on ucas.com	£6,000 (per slot)		
	Search run of site impression bundle	£6,000 (per slot)		
	In Track ads	£10,000 (per slot)		
	Track logout ads	£5,000 (per slot)		
	Clearing content page bundles on ucas.com	£6,000 (per bundle)		
	Paid media bespoke package	£50,000 (per slot)		
	Paid media subject retargeting package	£5,000 (per subject)		
				TOTAL:

Keywords	Inventory	Rate card	Subjects	Please only select each subject once		Number of slots	Total cost
	Keywords slots Tier 1	£6,000					
	Keywords slots Tier 2	£2,000					
	Keywords slots Tier 3	£1,000					
							TOTAL:

Research text links	Inventory	Rate card	Text link		Number of links	Total cost
			Please only select each subject once			
						TOTAL:

Email + Digital Retargeting	Send date	Rate card	Number required	Total cost
		(minimum spend excluding ARD – you can purchase more records for these sends nearer the time)		
	Tuesday 10 August (SQA results day)	£2,500 (3,572 records)		
	Tuesday 24 (A level results day)	£20,000 (10k records maximum)		
	Wednesday 25 August	£8,000 (11,429 records)		
	Thursday 26 August	£5,000 (7,143 records)		
	Friday 27 August	£4,000 (5,715 records)		
	Saturday 28 August	£4,000		
	Sunday 29 August	£4,000		
	Tuesday 31 August	£2,000 (2,858 records)		
	Wednesday 1 September	£2,000		
	Thursday 2 September	£2,000		
	Friday 3 September	£2,000		
	Monday 6 September	£1,500 (2,143 records)		
	Tuesday 7 September	£1,500		
	Wednesday 8 September	£1,500		
	Thursday 9 September	£1,500		
	Friday 10 September	£1,500		
Email retargeting bolt on - for results day	£5,000			
Email retargeting bolt on - another Clearing date	£2,000			
				TOTAL:

	Rate card	Number required	Total cost
Clearing Plus enhanced profile	£2,000		

Signature	
Purchase order number	

Total cost (excluding VAT)