

HOW DO YOU REACH A MILLION STUDENTS?

UCAS.com gives you unique access to the student market. Over a million 16 to 24 year olds each year turn to UCAS.com when considering higher education, each making significant decisions about their future.

The unrivalled benefits of advertising on UCAS.com:

- 35 million page impressions per month
- Over one million web users
- An exclusive audience of students
- UCAS is a trusted brand

Higher education applications can only be made through UCAS. This means the site is indispensable at every stage of a student's journey - from the initial step of researching higher education, right through to embarking on the course of their choice. Because UCAS is a familiar, reliable brand for students, your message will come from a platform that they know and trust.

As students make and monitor applications through UCAS.com, your advert reaches a focused audience. The Track section of the website, where students can stay up-to-date with the progress of their applications, provides the impetus to keep coming back; the Track entry page alone receives an average of 1.8 million page impressions per month. As students keep returning to the site, they are repeatedly exposed to your advertising.

YOUR BRAND, WHERE YOU WANT IT.

You can advertise in a range of locations across the site. With over two million page impressions a month, the Home page offers wide exposure for your brand. Similarly, the Apply and Track pages offer an enviable reach during the peak of users' applications to university. Whatever your decision, because online advertising is uniquely measurable, you can track the effectiveness 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 ucas.com please contact us on 01242 544881 or email us at ucasmediacommercialteam@ucas.ac.uk



YOUNGOFURTHER.CO.UK

UCAS has developed yougofurther.co.uk, a social networking website exclusively for students. It's a way of meeting people with similar interests, joining in debates and finding work. Students are introduced to the site right at the beginning of their journey through higher education; it's a place to exchange ideas with their peers, address questions or concerns, meet new friends, or learn about their course or university. As a community website, it gives you excellent opportunities to reach students.

yougofurther.co.uk can offer you:

- **Over 5.2 million page views in August 2009**
High levels of site use, ensuring that your banner ad is seen by a large number of people
- **Over 400,000 members**
A dedicated audience of students and applicants who will see your banner ads again and again
- **Over 20,000 forum threads**
A popular site where you can reach an active, engaged audience
- **Tailored campaigns**
Students must register and log in before accessing yougofurther.co.uk. The registration process helps to inform our user profile, so we can ensure your campaign is appropriately targeted
- **Great return on investment**
As an online community, yougofurther.co.uk offers commercial partners so much potential for interacting with students. The development of a [yougofurther](http://yougofurther.co.uk) Apple Store for Education, where eligible members can use an exclusive discount when purchasing selected products, is an excellent example. The project is continuing and has so far been a qualified success.



To find out about further marketing and partnership opportunities available via [yougofurther](http://yougofurther.co.uk), please contact us on 01242 544881 or email us at ucasmediacommercialteam@ucas.ac.uk