



The Official UCAS Clearing listings 2009

Advertising with The Independent's Clearing supplements and Clearing website offers an excellent multimedia advertising package designed to reach the largest possible number of potential applicants

UCAS

THE
INDEPENDENT

Rates

CLEARING 2009 EARLY BOOKING DEADLINE 27th FEBRUARY 2009

DATES	PUBLICATIONS	RATES
Thursday 23rd July	Wales Supplement	£60scc
Thursday 30th July	Scottish Supplement	£60scc
Wednesday 5th August	Scottish Listings	£60scc
Sunday 16th August	Go Higher - Parents Guide	£60scc
Monday 17th August	Gap Year Guide	£60scc
Tuesday 18th August	Clearing Guide	£60scc
Wednesday 19th August	Student Finance Guide	£60scc
Thursday 20th August	Results Day	£60scc
Friday 21st August	Listings Supplement	£60scc
Saturday 22nd August	Listings Supplement/Foundation Degree Special	£60scc
Sunday 23rd August	Listings Supplement	£60scc
Monday 24th August	Listings Supplement - Science and Engineering Arts and Humanities	£60scc
Tuesday 25th August	Listings Supplement - Science and Engineering Arts and Humanities	£60scc
Wednesday 26th August	Listings Supplement - Science and Engineering Arts and Humanities	£60scc
Thursday 27th August	Listings Supplement	£60scc
Friday 28th August	Listings Supplement	£60scc
Thursday 3rd September	Listings Supplement	£60scc
Thursday 10th September	Listings Supplement	£60scc

ADDITIONAL INFORMATION

Position loading	+35% for sites 1-10	+30% for sites 11-30	+25% for sites 31-80
	+5% per further positioning request		
Colour Rate card	+£20 per scc		
Cover sites	£200 scc inc. colour		
Solus pages 1-30	+20% per scc (min 136cm)		
Solus pages 31-80	+15% per scc (min 136cm)		
Special 8 page pull outs	£50,000		

All Clearing supplements above are eligible for loyalty (15%) and early (5%) booking discounts.

	Which WayUK 24th July 09	Which Way 19th Aug 09	(+Ezine)	Dual Rates	(+Ezine)	Which Way Regional Rates
Full page	£3000	£25000	(£30000)	£27000	(£32000)	£7000
1/2 page	£2250	£14000	(£16800)	£15250	(£18300)	£4500
1/4 page	£1350	£8250	(£9900)	£8600	(£10320)	£2750
1/8 page	£750	£5000	(£6000)	£4750	(£2700)	£1750
Inserts (min 4grams)	N/A	£4000 per gram,		N/A		N/A

No discounts are available on Which Way Products

ADDITIONAL INFORMATION

Which Way Positions	OBC - £32,000	IFC - £30,000	IBC - £27,000
Position Loading	+10% of rate card. No positioning is available on Which Way Regional.		
Print on Polybag Options	£10,000 - 2 colours	£12,000 - 3 colours	

Clearing2009

Tel: 020 7005 2741 Fax: 020 7005 2156 Email: clearing@independent.co.uk

Which Way – 100% Coverage (email & print versions)

A glossy, full colour compact magazine, Which Way reaches every single student's home address in the UK by A-level results day. Published nationally and with four regional editions Which Way offers advertisers the choice between advertising on a national basis or targeting specific areas of the country. Reaching approximately 450,000 students nationally, this title is full of practical advice and tips on how to settle into and get the most from Higher Education. Which Way provides 100% coverage and advertised institutions report responses in the tens of thousands! Print on Polybag, available to one client only. Your logo, message and contact details will be the first to be seen by over 450,000 students. Regional options available:

South East – London, South East, Anglia

South West – South West, Wales, West Midlands, Merseyside

North East – East Midlands, North East, Yorks & Humber

Scotland and North West – North West, Northern Ireland, Scotland (Specific postcodes available on request)

Which Way UK – 100% coverage

Once again, Which Way UK will take the form of an e-zine in 2009. It will be emailed directly to over 70,000 students around the globe from the UCAS database.

UCAS Clearing Listings

The Independent is the only national newspaper to carry the complete official UCAS listings. The

Independent has proven time and again that no other newspaper is as committed to helping students find the right course and institutions to reach their targets. We will be producing eleven listing supplements in total. From Thursday 20th August to Thursday 11th September the entire vacancy listings will once again be split into two supplements – Humanities & Arts and Science & Engineering, which will appear alongside each other. Advertisers will be able to tailor their message and target specific groups across the Clearing spectrum.

Scottish Listings

Published on the day of the Scottish Higher results, this special supplement addresses the specific needs of students north of the border. Publication date is 5th August 2009.

Study Scotland

Following on from the success of this new initiative in 2008, 'Study Scotland' explores Scotland as a place to study. University profiles, cost of living and travel information are just a few of the topics discussed. Published just before the Scottish results are released, this supplement is key for those keen to remain in Scotland to pursue Higher Education.

Study Wales

Following on from the success of 'Study Scotland' The Independent will be publishing 'Study Wales' in 2009. 'Study Wales' explores Wales as a place to study. University profiles, cost of living and travel information are just a few of the topics discussed. An ideal resource

for students considering pursuing Higher Education in Wales.

Go Higher – The Parents Guide to Education

Since the introduction of tuition fees, parents have become increasingly involved in the choice of HE institutions and the ins and outs of student life. This makes this product the essential read for every parent covering all the key areas, from funding to flat hunting.

Gap Year Guide

A very successful and long standing supplement that is published in The Independent. It looks at the opportunities for those who wish to take a year out before going into Higher Education.

The Clearing Guide

A simple step by step guide for students to help them optimise the Clearing process. Designed to be retained, institutions will have the opportunity to provide detailed information such as opening times and special Clearing telephone numbers. As well as the opportunity to highlight the benefits of each of their own facilities etc.

Student Finance Guide

Going to University comes at a price. We look at the cost of a degree, helpful saving tips and plenty of information on what the institutions are offering to lessen the financial burden.

UCAS Extra

Introduced by UCAS for the first time in '03, The Independent was the first to provide a successful

listing service for those looking to use their 'sixth choice'. All UCAS Extra supplements will be supported and promoted by UCAS. UCAS Extra dates are Feb 26th, Mar 26th, Apr 30th, May 28th, June 25th. £50scc mono, £70scc colour.

Telephone Directory £3000

For an ongoing presence throughout the clearing period, book a 3x2 to appear in each of the 11 listings supplements. Institution logo and telephone number make up typical artwork.

The Independent Clearing Website

There are only 2 ways in the UK that a student can search the UCAS vacancy listings via a website – either through UCAS or through The Independent. In addition The Independent's clearing website will also carry the A-Z of Universities, Colleges and Courses, offering practical advice for students on how to find the best place during Clearing. The site is promoted extensively in all UCAS and Independent publications.

ARTWORK AND COPY DIMENSIONS

Column Widths

Columns 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8
Column Widths (mm) 31 | 64 | 97 | 130 | 163 | 196 | 229 | 262

Full page 34 x 8

½ page 17 x 8

¼ page 17 x 4

DISCOUNTS Please tick all that apply

Loyalty – 15% (Newspaper)

This applies when the client places their Clearing advertising solely with The Independent and do not use any other national press publication

(including Evening Standard and Metro, London Paper and London Lite). The loyalty scheme is valid for the Clearing period ie 5th August to 11th September inclusive. Should it appear to The Independent that the client has placed advertising elsewhere in breach of the terms of the loyalty discount, the client agrees to repay the discount immediately. Directory Boxes, Online Packages and all Which Way products are exempt from the loyalty scheme. This does not affect other discounts available.

Early Booking Deadline 5%

This applies to all advertising placed on or before the deadline of 27th February 2009. Any advertising placed after the deadline will not be eligible for early booking discount. Which Way and the Directory Boxes are exempt from the early booking discount. This does not affect other discounts available.

Cancellation deadline is 12 weeks before publication.

Full terms and conditions on request.

Signed _____

Position _____

Date _____

Institution _____

EDUCATIONAL CLEARING PACKAGES (Not eligible for loyalty discount)

Bronze: £1,500

Linked Logo alongside the University or College profile on A-Z of Universities/Colleges pages. When clicked will provide a hotlink to the institution's own home page.

Premium Bronze: £2,000

Linked Strap-line image (top) alongside the University or Colleges profile on A-Z of Universities/Colleges pages. When clicked will provide a hotlink to the institution's own home page. **New:** Includes Skyscraper and Leaderboard on profile page.

Premium Button: £2,500

To run across all of either A-Z of universities or A-Z of course listings, includes an added bonus of 50,000 impressions in our Education News section. *(4 Slots per section available only)

Premium Skyscraper (ROS): £5,000

To run across all the clearing section during the whole

period. Includes an added bonus of 50,000 impressions in our Education News section. *(5 Slots per section available only)

Premium Banner (ROS): £4,640

To run across all the clearing section during the whole period. Includes an added bonus of 50,000 impressions in our Education News section.

Premium Leaderboard (ROS): £6,000

To run across all the clearing section during the whole period. Includes an added bonus of 50,000 impressions in our Education News section.

Silver Package £4,000

A variety of courses will be profiled on our A-Z degree courses page, from agriculture to Zoology. Institutions looking to recruit students for particular courses can add links to FIVE subject areas to send the user directly to a home page of the institution choice. Also included in this package is the hotlink button on the A-Z of universities.

Add-ons for Silver package

Leaderboard: £1000

Skyscraper: £800

Interactive Slide Show / Standard MPU (ROS): £8,000

This MPU guides the user through the gallery of pictures presenting a visual appreciation of life at a particular institution. *(5 available only)

Video MPU Trailer (40 seconds): £8,000 (content to be supplied)

This MPU would be a visual advertisement playing video content and would be placed through out the clearing section and includes the cost of hosting. *(Max 40sec / File size 2.2Mb) *(5 available only)

Video MPU Trailer + Produced by Independent (40 seconds): £10,500

This MPU would be a visual advertisement playing video content and would be placed through out the clearing section. The Independent would film the

trailer on site for the university and includes the cost of editing and hosting. *(Max 40sec / File size 2.2Mb) *(5 available only)

Video Profile (3 Mins): £9,000 (content to be supplied)

The university gets a page exclusive link within the University Video's section on the Getting in University Homepage. A three-minute video would be embedded into the University or Colleges profile on the A-Z of Universities/Colleges pages. This would include linked top and bottom of page Strapline images on the profile page. All hosting costs are included. **New:** MPU trailer will be included in this package. *(5 trailers available only) – subject to availability

Video Profile: University Profile (3 Mins) + Produced by Independent: £11,750

The university gets a page exclusive link within the University Video's section on the Getting in University Homepage. The Independent would produce a three-minute video on location. The video is embedded into

the University or Colleges profile on the A-Z of Universities/Colleges pages. This would include a linked Strapline image at the top and bottom of the profile page. All hosting costs are included. **New:** MPU trailer will be included in this package. *(5 trailers available only) – subject to availability

Video Profile: A-Z of Courses (3 Mins) + Produced by Independent: £11,750

The Independent would produce a three-minute video on location. The video is embedded into the A-Z of Degree page. This will be based on recording one university lecturer exclusively talking about the course. All hosting costs are included. Content can be used by university and will be placed on the Independent video player. Video will also be included in the Independent's exclusive YouTube channel. **New:** MPU trailer will be included in this package. *(5 trailers available only) – subject to availability

These packages are not included in the UCAS Course search section.

Platinum Package: UCAS course search

Only 1 ad slot available per client. This unique opportunity is for institutions to promote themselves while the student is searching the UCAS vacancy lists from The Independent site. A fantastic chance to put your message across while the student is actively choosing their University option.

The integrated UCAS course search inventory available is:
MPU: £11,000
Skyscraper: £9,500
Leaderboard: £10,000
Roadblock (All Three): £25,000

These placements are fixed within this section only.

Please Note: The clearing section refers to the 'Getting into University' section on the Independent.co.uk