

# MONTHLY

# MAILINGS

2010-2011



UCAS MONTHLY MAILINGS OFFER DIRECT COMMUNICATION WITH TEACHERS, CAREERS ADVISERS, CONNEXIONS PERSONAL ADVISERS, HIGHER EDUCATION STAFF AND STUDENTS AGED 16 AND OVER. THIS IS A GREAT WAY TO MARKET YOUR ORGANISATION, PRODUCTS OR SERVICES TO THESE AUDIENCES.



# 5350

organisations to target

IF YOU WANT TO TALK  
TO STUDENTS  
TALK TO US

[www.ucasmedia.com](http://www.ucasmedia.com)

#### WHY SHOULD YOU USE UCAS MONTHLY MAILINGS?

Well, each month, during term-time, you have the opportunity to reach key decision-makers in over 3950, schools and colleges 800 careers organisations and 600 higher education institutions in the UK. Each one sent to a named member of staff, nominated by their respective institution.

UCAS use these mailings to communicate important information, which, along with the strength and credibility of the UCAS brand means that your material will be seen and well-received. The flexibility of the mailings offer you the ability to distribute anything; ranging from a single leaflet or magazine right through to multiple copies of a poster or flyer. You can do this as many times as you wish on monthly basis.

The mailings are highly cost-effective and come with a guaranteed delivery. The mailings have become an integral part of the marketing campaigns of a wide range of clients, including commercial companies, charities, governmental and non-governmental organisations and of course, universities and colleges. This just goes to show the strength of the Service.

Rates are calculated per address and by weight, and are inclusive of postage and packaging. Prices start from 26p per address (there is a charitable UCAS member rate of 22p), which is less than the cost of a second class stamp. Prices correct at time of going to press.

#### Web Package

As part of our Monthly Mailing package we are able to offer discounted rates for you to advertise on our website [www.ucas.com](http://www.ucas.com). Your advert will be placed on our website following dispatch of the mailing and will remain on our site for 250,000 page impressions. The advert size will be 120 x 600 gif or animated gif; which will be displayed on a rotational basis. Please tick the box in section 7 of the booking form if you would like to take part in this activity.

#### Monthly Mailing Email

In addition to the hard copy mailing, we will be following this up with an email version to our contacts to highlight this months content and allow them to circulate your information (which can include your web address and logo) electronically around the establishment. This is also a great opportunity to get in touch with our Overseas Contacts.

#### Bespoke Mailing

If you have some information that you would like us to send to our contacts outside of the dates listed, we do offer a bespoke mailing service. This mailing would be sent at a time to suit you and would contain your information and a covering letter from us. Please contact Caryn Wright for a quotation. [t. 01242 544938](tel:01242544938) [e. c.wright@ucas.ac.uk](mailto:c.wright@ucas.ac.uk)

ucas // media

**1 CUSTOMER INFORMATION**

PURCHASE ORDER NUMBER: \_\_\_\_\_ CHARITY/UCAS MEMBER NUMBER: \_\_\_\_\_

ORGANISATION NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

TEL: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

POSTCODE: \_\_\_\_\_

**2 DISTRIBUTION (please note numbers are approximate and include sample copies)**

UK SCHOOLS AND COLLEGES WITH SIXTH FORMS: 3950

UK CAREERS ORGANISATIONS: 800

UK HIGHER EDUCATION INSTITUTIONS: 600

TOTAL UK DATABASE: 5350

For overseas contacts see section 8.

**3 COST PER ADDRESS BY WEIGHT (excluding vat)**

WEIGHT OF ITEM UP TO	20g	30g	50g	60g	70g	80g	90g	100g	150g	200g	250g	300g
STANDARD RATE:	26p	30p	38p	42p	46p	50p	55p	59p	81p	£1.04	£1.27	£1.50
UCAS MEMBER/CHARITY RATE:	22p	26p	34p	38p	42p	46p	51p	55p	77p	£1.00	£1.23	£1.43

Please note items will be invoiced at actual weight. Minimum order charge £350. For items over 300g contact UCAS Media for a quotation.

**4 DISTRIBUTION REQUIREMENTS**

TOTAL NUMBER OF ADDRESSES: X COST (BY WEIGHT): = TOTAL ORDER VALUE: MONTH TO BE MAILED:

ITEM 1:  X  =

Note: Additional charges apply for multiple items contact UCAS Media for a quotation.

**5 DESCRIPTION OF ITEMS**

ITEM 1 TITLE:  SIZE:  WEIGHT:

Please supply a copy of the insert with this booking form.

6 RETURNS (please tick) PLEASE RETURN SURPLUS STOCK:  PLEASE RECYCLE SURPLUS STOCK:

**7 WEB ADVERT**

If you would like to take advantage of our Web Advertising and Monthly Mailing package you can book an advert on our website that will remain on the site for 250,000 page impressions at a discounted rate of £1000 (normal cost £2500). This advert would be uploaded once our Monthly Mailing had been delivered to the schools. The size of the advert is 120 x 600 and it is shown on a rotational basis  - £1000

**8 MONTHLY MAILING EMAIL**

In addition to the hard copy mailing, we will be following this up with an email version to our contacts, this will allow them to circulate your information which can include your web address and logo, electronically. This is also a great opportunity to contact our overseas organisations. Please tick the relevant boxes below.

UK SCHOOLS AND COLLEGES (WITH SIXTH FORMS) AND CAREERS ORGANISATIONS: £800

UK HIGHER EDUCATION INSTITUTIONS: £400

ALL OVERSEAS ESTABLISHMENTS (OVERSEAS SCHOOLS, HEI, AGENCIES AND BRITISH COUNCIL APPROX 3,000): £900

Please note items 7 and 8 are limited and sold on a first come first served basis and only available as part of a Monthly Mailing booking.

**9 BESPOKE MAILING SERVICE**

In addition to our regular Monthly Mailing Service we do offer a bespoke mailing service to our contacts. This mailing would contain a covering letter from us and your insert/marketing literature. Please contact UCAS Media for a quotation.

**TOTAL OF BOOKING** £

**BOOKING DEADLINES**

MAILING 2009	SEPT 2010	OCT 2010	NOV 2010	DEC 2010			
BOOKING WITH UCAS MEDIA	19 AUG	16 SEP	14 OCT	18 NOV			
DELIVERY TO DISTRIBUTION HOUSE	01 SEP	29 SEP	27 OCT	01 DEC			
MAILING 2010	JAN 2011	FEB 2011	MAR 2011	APR 2011	MAY 2011	JUNE 2011	CLEARING AUG 2011
BOOKING WITH UCAS MEDIA	03 DEC	20 JAN	17 FEB	17 MAR	22 APRIL	19 MAY	01 JULY
DELIVERY TO DISTRIBUTION HOUSE	29 DEC	02 FEB	02 MAR	30 MAR	04 MAY	01 JUNE	18 JULY

**PLEASE FOLLOW DELIVERY INSTRUCTIONS OVERLEAF AND BOOK ALL DELIVERIES IN WITH:  
Linney Direct, A1 Adamsway, Mansfield NG18 4FL t. 01623 432260**

**NOTES**

1. UCAS Media reserves the right not to accept material at its sole discretion.
2. Posters **must** be supplied folded to A4 size.
3. Mailings are usually received within 10 days of the delivery to distribution house date.

**AUTHORISATION**

I understand that the late delivery of stock to the distribution house may lead to additional charges being invoiced, and that withdrawal from the mailing after the booking deadline will incur part or full invoicing of the mailing charges as above. I agree that items included will be invoiced at their actual weight.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ POSITION: \_\_\_\_\_

**PLEASE SEND BOOKING FORM, PURCHASE ORDER AND COPY OF INSERT TO:**

Caryn Wright, UCAS Media, Rosehill, New Barn Lane, Cheltenham GL52 3LZ

t. 01242 544938 e. c.wright@ucas.ac.uk f. 01242 544806



# UCAS MONTHLY MAILING ITEMS BOOKING-IN PROCEDURES

## THE FOLLOWING MEASURES ARE REQUIRED FOR EVERY ITEM BOOKED INTO A UCAS MONTHLY MAILING.

All deliveries must be booked in with the goods-in department and addressed as listed below. You will be allocated a delivery slot.

Linney Direct  
(month of mailing) e.g. January Mailing  
A1 Adamsway  
Mansfield  
Notts  
NG18 4FL

Tel 01623 432260

- A stock code for each item must be included in all stock deliveries to Linney Direct. This will be communicated to you on receipt of your booking form.
- Please ensure that each box delivered to Linney Direct contains the total quantity, stock code, and a full description of each item (including size, colour, weight) and any other relevant information. Failure to provide this information may result in stock handling charges being applied.
- A sample copy of the insert should be sent prior to delivery, to Clare Boot (Linney Direct) and Caryn Wright (Ucas Media). This can be sent either physically or electronically by PDF to [clareboot@linney.com](mailto:clareboot@linney.com) and [c.wright@ucas.ac.uk](mailto:c.wright@ucas.ac.uk).

Any questions about your delivery please contact Caryn Wright Advertising Sales and Business Executive,  
UCAS Media Rosehill New Barn Lane Cheltenham Glos GL52 3LZ.

T: 01242 544938 E:[c.wright@ucas.ac.uk](mailto:c.wright@ucas.ac.uk)