



ucas // media

MONTHLY MAILINGS

2011-2012

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.



5410

organisations to target



If you want to
talk to students
talk to us

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 3970, schools and colleges 690 careers organisations and 580 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 31p per address (there is a charitable UCAS member rate of 26p), 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. 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 the sales team for a quotation. † 01242 544881 e ucasmedia@ucas.com

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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: 3970

UK CAREERS ORGANISATIONS: 690

UK HIGHER EDUCATION INSTITUTIONS: 580

TOTAL UK DATABASE: 5410

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:	31p	36p	46p	50p	55p	60p	66p	71p	97p	£1.25	£1.52	£1.80
UCAS MEMBER/CHARITY RATE:	26p	31p	41p	46p	50p	55p	61p	66p	92p	£1.20	£1.48	£1.72

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 £1500 (normal cost £3750). This advert would be uploaded once our Monthly Mailing has been delivered to the schools. The size of the advert is 120 x 600 and it is shown on a rotational basis - £1500

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. Due to different opt-in handling and suppression rates, the number of contacts for electronic mailings may differ to those of the physical one. 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 3,500): £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	SEP 2011	OCT 2011	NOV 2011	DEC 2011		
MAILING 2011						
BOOKING WITH UCAS MEDIA	18 AUG	15 SEP	20 OCT	17 NOV		
DELIVERY TO DISTRIBUTION HOUSE	31 AUG	28 SEP	02 NOV	30 NOV		
MAILING 2012						
BOOKING WITH UCAS MEDIA	JAN 2012	FEB 2012	MAR 2012	APR 2012	MAY 2012	JUN 2012
DELIVERY TO DISTRIBUTION HOUSE	15 DEC	12 JAN	16 FEB	15 MAR	19 APR	17 MAY
	27 DEC	01 FEB	29 FEB	28 MAR	02 MAY	30 MAY

**PLEASE FOLLOW DELIVERY INSTRUCTIONS OVERLEAF AND BOOK ALL DELIVERIES IN WITH:
Linney Direct, A1 Adamsway, Mansfield NG18 4FN 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:

Production team, UCAS Media, Rosehill, New Barn Lane, Cheltenham GL52 3LZ

t 01242 544982 e production@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 4FN**

t 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 Production team (UCAS Media). This can be sent either physically or electronically by PDF to clareboot@linney.com and production@ucas.ac.uk.