

GETTING THE MOST OUT OF

# CLEARING 2022



UCAS

# CLEARING 2022

A letter from  
Rebecca Hopwood,  
Head of Customer  
Growth - Education

Dear Colleague,

As we emerge from the pandemic, this year's cohort of applicants are experiencing less disruption to their studies than we saw in 2020 and 2021. Many students will have their final grades based on exams, rather than the teacher-assessed methods used in recent cycles. With the beginning of this return to a sense of normality, we can expect recruitment activity in Clearing to start to return to the dynamic levels seen pre-pandemic.

This year we are bringing you a whole host of brand-new opportunities to promote your institution, including:

- ▶ **Release Bundles** – these packages will guarantee you multiple touchpoints across our Clearing inventory, to raise awareness and convert applicants.
- ▶ **Hub homepage** – feature your brand at the top of the Hub dashboard as applicants monitor their application status and research their choices.
- ▶ **Hub and Search bundle** – run of site advertising with exclusive positioning across Search and the Hub during this key period.
- ▶ A suite of new paid media packages to suit all priorities and budgets, plus we are introducing TikTok this year for the first time.
- ▶ Sponsored social content – create value for your audience with live and engaging content hosted on UCAS' trusted channels.
- ▶ **Subject specific newsletters** – be positioned next to Clearing Plus matches first-thing on results day and the following week.
- ▶ **Clearing Plus advertising** – showcase your brand to highly engaged unplaced applicants as they use Clearing Plus to discover their options.

You can find more information about the booking process, on **page 29** of this brochure.

We look forward to continuing to support you with a successful Clearing this summer!

Rebecca Hopwood

Head of Customer Growth - Education

**47% of relevant keyword search engine results returned UCAS content on results day 2021 - up from 45% in 2020.**

### **Align your message with the trusted source of advice**

UCAS is right at the heart of Clearing, and hundreds of thousands of students turn to us each year.

The statistics speak for themselves – search engines returned UCAS' optimised information and advice in 47% of keyword searches. **That's above the average score of 32%, and far exceeds our competitors' rankings at 6 – 7%.** It's evidence that we are seen as the trusted source of advice at this crucial point in applicants' lives.

And that comes with responsibility – our ability to ensure the right student sees the right message, in a moment that really matters to them, is what makes us stand out from the crowd, and ensures we help our clients actively support and benefit from the decision-making process.

From campaign planning, to creative optimisation and delivery, we'll work with you to deliver high impact messages to maximise your recruitment.

### **An integrated solution**

Our digital proposition remains centred around four core channels – all at the centre of an applicant's journey through Clearing. That means unparalleled reach for your brand, at the exact moment everyone considering higher education is focused on UCAS.

**ucas.com** – boost engagement with your brand, and benefit from direct Clearing recruitment messages to drive calls and traffic to your website.

**Search tool** – recruit at subject level, by connecting students' preferences and research behaviour with your offer.

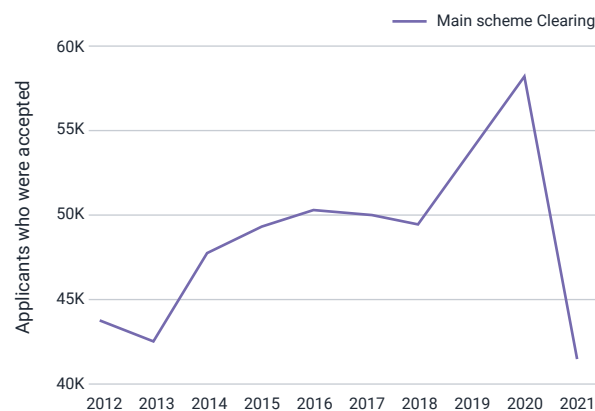
**Application** – a unique chance to directly connect with applicants. Your display advert in our application tracking system – they see your message at the moment they find out they are unplaced.

And to ensure conversion, our **paid media and email proposition**, with demographic insights and sends, provides one of the earliest opportunities to directly reach the audience.



## Our inventory will help you maximise visibility across your target audience.

The trajectory of applicants in Clearing over the past five cycles demonstrates growth year on year. Last cycle, teacher-assessed grades changed that, with large volumes of applicants receiving their required grades and being placed ahead of Clearing, changing the course of growth we'd seen in Clearing previously. This year, as we return to the routine exams in the summer, we expect to see a strong demand for Clearing 2022 again.

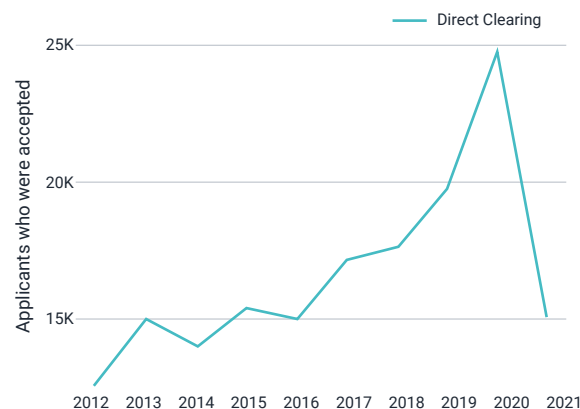


Accepted Clearing volumes over the past 5 cycles

## Direct to Clearing applicants

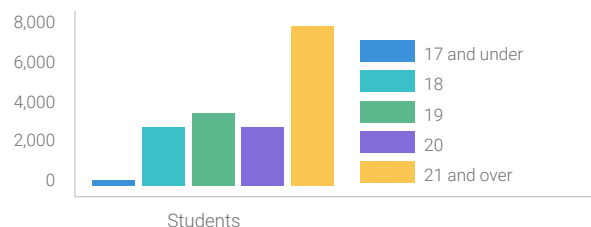
**The key to this audience is to be front and centre during this crucial time, but building awareness of your brand ahead of Clearing is fundamental, so ensuring you're at the front of their mind when they come to apply.**

We've seen growth of accepted Direct to Clearing applicants over the previous five cycles.



Accepted Direct to Clearing applicants

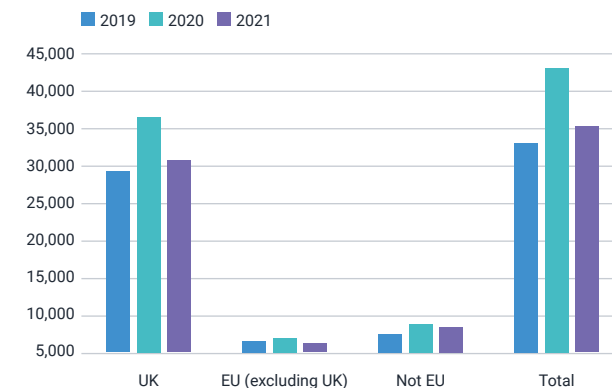
Clearing acceptances remain at their strongest for the 18 year old age group (50%), but for Direct to Clearing acceptances it's the 21 and over age group who made up 49% of 2021 acceptances, similar to the pattern across previous cycles. Ensuring your message resonates with this audience will be critical for conversion.



Direct to Clearing accepted applicants by age

## Self-release applicants

**It's all to play for during Clearing, even for those that haven't previously engaged with you.**



Self-release applicants by domicile

In a similar vein, over the past three cycles, we've seen growth in volumes of applicants using self-release, since its introduction in 2019. Last cycle 98% of those that self-released and reapplied were successfully placed through Clearing. Almost 73% of students placed using self-release were accepted onto a course they hadn't previously applied to.



# CLEARING 2022

Recruit with confidence

In addition to our rich insights, our knowledgeable account managers are on hand to offer the advice you need to build the right campaign for you.













*Percentage of accepted applicants in Clearing 2021 by region*

- ▶ North East – **2.6%**
- ▶ North West – **9.7%**
- ▶ Yorkshire and The Humber – **6.8%**
- ▶ East Midlands – **5.8%**
- ▶ West Midlands – **9.01%**
- ▶ East of England – **7.8%**
- ▶ Greater London – **23.9%**
- ▶ South East – **11.5%**
- ▶ South West – **5.4%**
- ▶ Northern Ireland – **2.4%**
- ▶ Scotland – **3.1%**
- ▶ Wales – **3.4%**
- ▶ Other EU – **1.8%**
- ▶ Non EU – **6.6%**



We know the subjects they are interested in studying, which means with us, you can reach exactly the right students for your courses. Speak to our experts to align your course recruitment to our audience.

*Percentage of accepted applicants in Clearing 2021 by subject group*

 Medicine and dentistry <b>1.4%</b>	 Business and admin studies <b>14%</b>	 Computer sciences <b>6%</b>
 Biological sciences <b>11.2%</b>	 Subjects allied to medicine <b>14%</b>	 Social studies <b>9.4%</b>
 Physical sciences <b>3%</b>	 Engineering <b>6.5%</b>	 Law <b>6%</b>
 Creative arts and design <b>6.4%</b>	 Education <b>3.1%</b>	 Linguistics, classics, and related subjects <b>1.4%</b>



# RELEASE BUNDLES

New for 2022

Ensure multiple touchpoints across key Clearing inventory with these packages. Place your brand across these areas of the site and convert your audience with these guaranteed premium placements.

## Premium Bundle 1:

- ▶ UCAS.com Homepage
- ▶ Results Day email
- ▶ Clearing week 2 email
- ▶ 2 stage Paid Media Package of your choice
- ▶ Sponsored Content

**£65,000**

## Premium Bundle 2:

- ▶ Clearing Homepage
- ▶ Results Day email
- ▶ Clearing week 2 email
- ▶ 2 stage Paid Media Package of your choice
- ▶ Sponsored Content

**£60,000**

## Pre-Clearing Bundle:

This is a specific Pre-Clearing package, where you can secure your Pre-Clearing activity now and start planning this alongside your Clearing booking with us.

- ▶ Display 500,000 impressions (ROS)
- ▶ Pre-Clearing email (10,000 records)
- ▶ Paid Media
- ▶ Sponsored Content

**£32,000**

## Subject Bundle 1:

- ▶ Tier 1 Subject Keyword
- ▶ Text Link
- ▶ Paid Media Subject Campaign

**£13,000**

## Subject Bundle 2:

- ▶ Tier 2 Subject Keyword
- ▶ Text Link
- ▶ Paid Media Subject Campaign

**£9,000**

## Subject Bundle 3:

- ▶ Tier 3 Subject Keyword
- ▶ Text Link
- ▶ Paid Media Subject Campaign

**£8,000**

# UCAS.COM

Hub homepage

**New for this year, students will sign into view their application using the UCAS Hub. Your ad will feature at the top of the Hub dashboard when students are looking at their application status and researching and refining Clearing choices.**

### The highlights

- ▶ Above the fold placement – ads at the top of the Hub dashboard
- ▶ Brand alignment – engage all students with your message, giving you longer-term brand benefits.
- ▶ Brand association – ensure you feature with the primary brand associated with results day and the Clearing period.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

Two slots with eight advertisers in rotation: £10,000 each

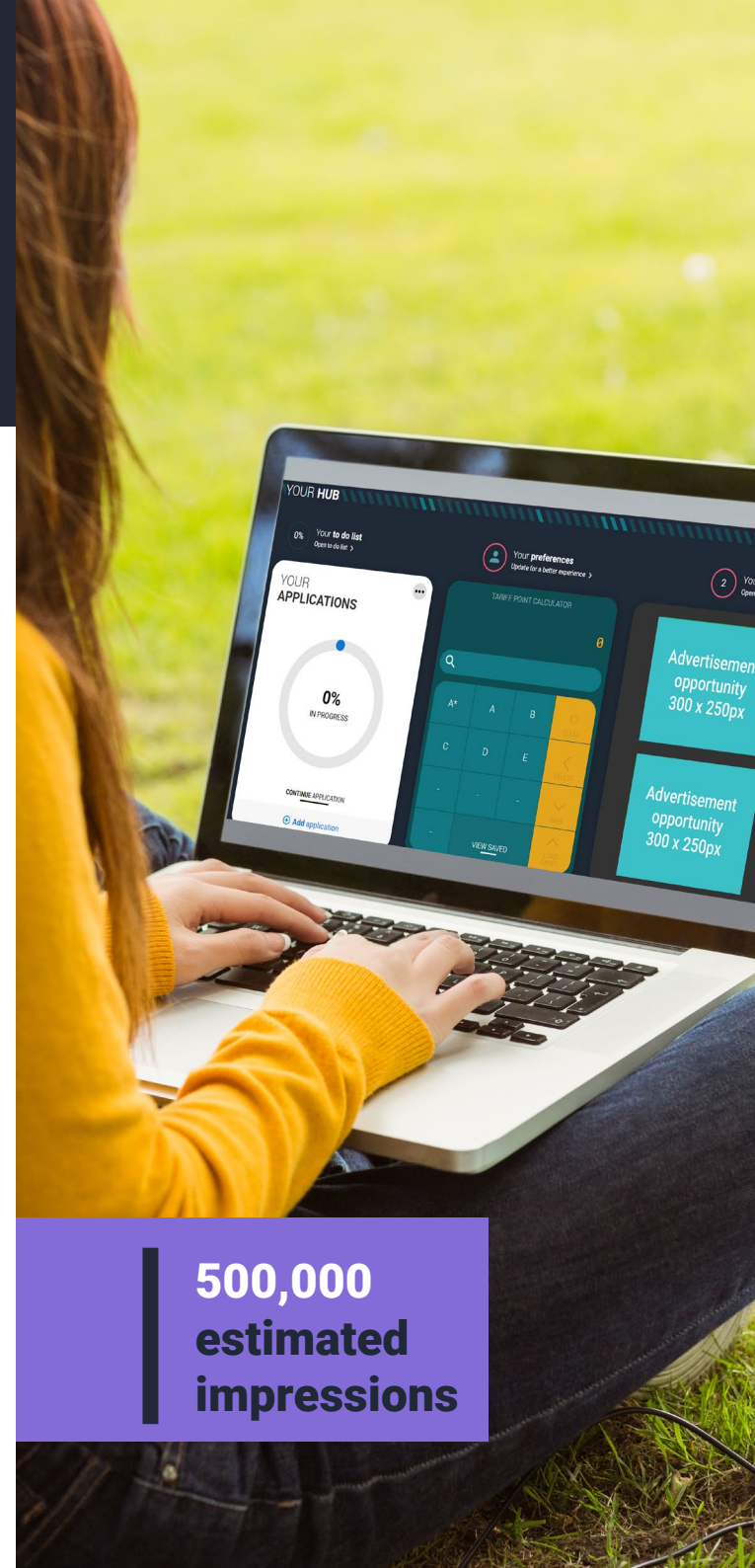
Estimated page impressions per booking – 500,000 impressions

### Format

Mobile and MPU on UCAS.com homepage, available on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px

2021 performance



**500,000**  
**estimated**  
**impressions**



# SEARCH

## Hub and Search bundle

**Run of site advertising offers a new opportunity to be seen across all searches in both the UCAS Search tool and UCAS Hub – increasing your brand presence at a key point in the decision-making process.**

### The highlights

- ▶ Be part of the search – deliver access to the prospects you are looking for as they research.
- ▶ Exclusive positioning – your brand is the only one an applicant will see when they land on a search.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

Advertising slots: Five packages available

£6,000 for 500,000 page impressions

### Format

Multiple animated .gifs/.png permitted.

Mobile banner: 320 x 50px

MPU: 300 x 250px

Leader size: 728 x 90px

2021 performance

**500,000**  
**page impressions**

**0.09% average**  
**click through**



# UCAS.COM

## Homepage

**0.17% average  
click through**

Each year, [ucas.com](https://www.ucas.com) is the starting point for hundreds of thousands of students researching the Clearing process. Ensure your brand is on the homepage throughout this high profile period.

### The highlights

- ▶ Above the fold placement – be the brand everyone sees when arriving on [ucas.com](https://www.ucas.com).
- ▶ Brand alignment – engage all students with your message, giving you longer-term brand benefits.
- ▶ Brand association – ensure you feature with the primary brand associated with results day and the Clearing period.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

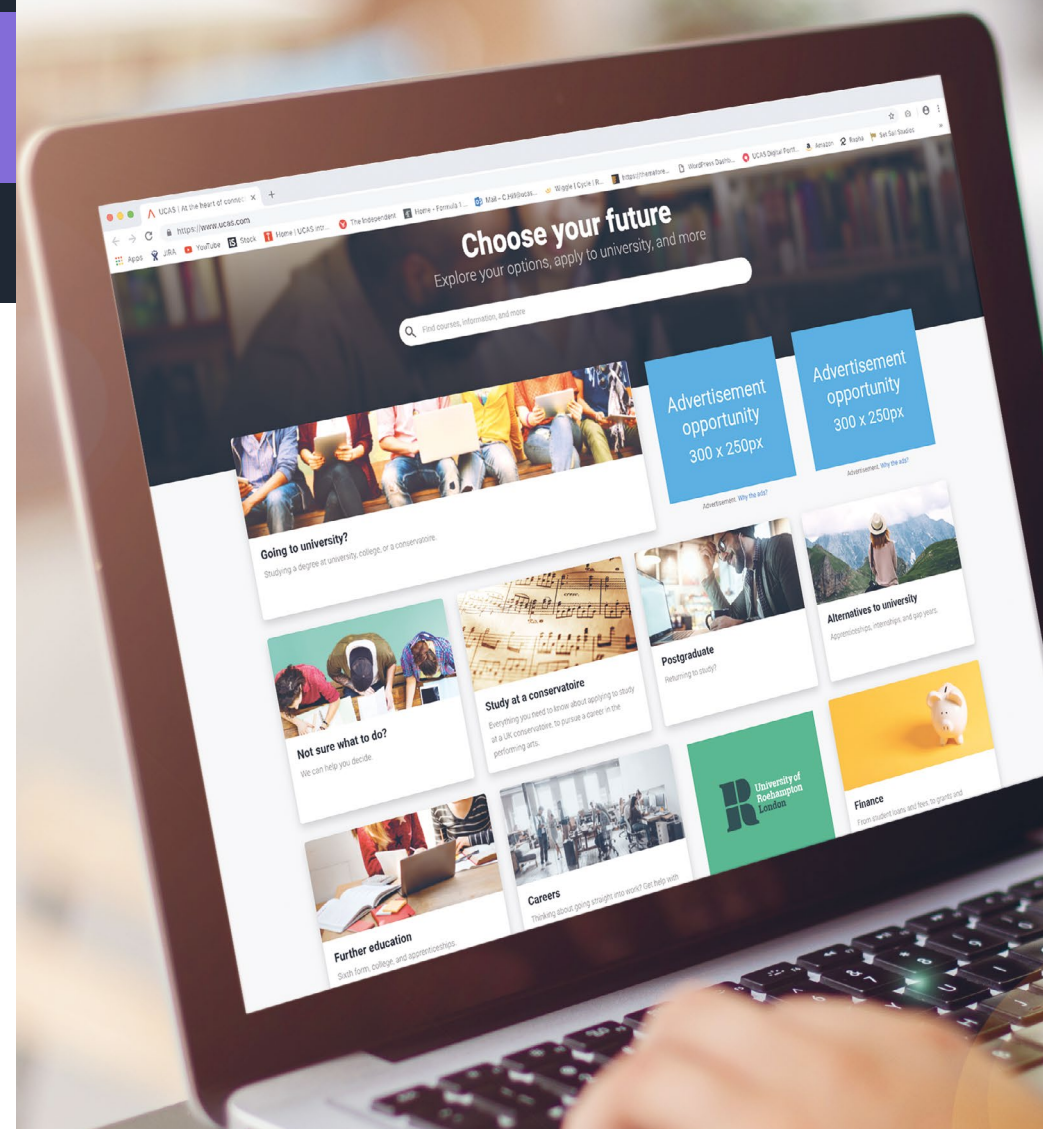
Two slots, with up to ten advertisers in rotation: £20,000 each

### Format

Mobile and MPU on [ucas.com](https://www.ucas.com) homepage, available on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px

2021 performance



**5.8 million ad impressions on  
[ucas.com](https://www.ucas.com) July – September, in  
total across all advertising slots**

**0.49% average  
click through**

## Ensure your Clearing opportunities feature on the official Clearing destination for applicants.

Linked to directly from the ucas.com homepage, and referenced in all Clearing-related communications, the Clearing homepage is right at the heart of the advice we offer.

### The highlights

- ▶ The hub of all information about Clearing, and the start of a journey for thousands of applicants still needing a university place.
- ▶ High profile advert placement, meaning your opportunity is one of the first seen by applicants.
- ▶ Intense promotion – the destination promoted across UCAS' official Clearing collateral, from early July until the end of the cycle in September.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

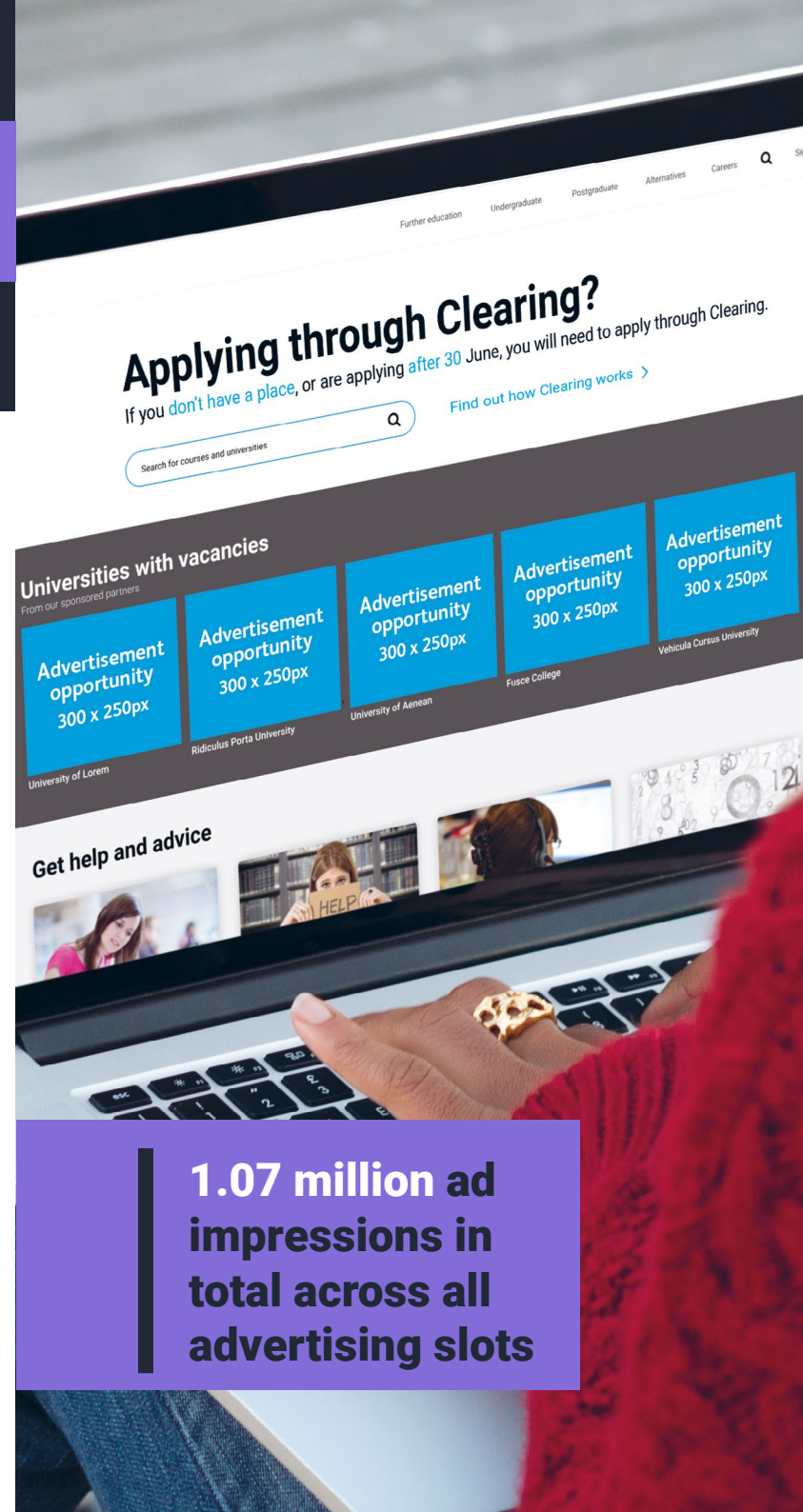
Five slots, with up to ten advertisers in rotation: £15,000 each

### Format

Mobile and MPU on Clearing landing page, available on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px

2021 performance



**1.07 million ad  
impressions in  
total across all  
advertising slots**

**Promote your individual courses or organisation on heavily-visited subject pages, at key moments when students are researching their options.**

Placing your brand on the subject-specific pages, where you need promotional focus, gives you more flexibility than ever before.

**Subjects:** agriculture, architecture, biology, business, computer science, creative arts, dance, drama, engineering, english, history, languages, law, maths, media, medicine, music, nursing, psychology, science, social studies, sport, teaching, economics, business, accounting, performing arts, and veterinary science.

### The highlights

- ▶ Flexible targeting – by single or multiple subjects, depending on your objectives.
- ▶ Increased profile – your content alongside UCAS' trusted information.
- ▶ Aligned to the student journey – as students explore their options, be part of their decision-making.

### Technical information

Your ads will run from 5 July to 9 September 2022.

#### Opportunity One – Research Page MPU (1)

One slot with up to four advertisers in rotation: £5,000 each

#### Format

Mobile and MPU on landing page of research pages, available on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px

#### Opportunity Two – Research Page Text Links (2)

£2,000 per link, ten links available per subject

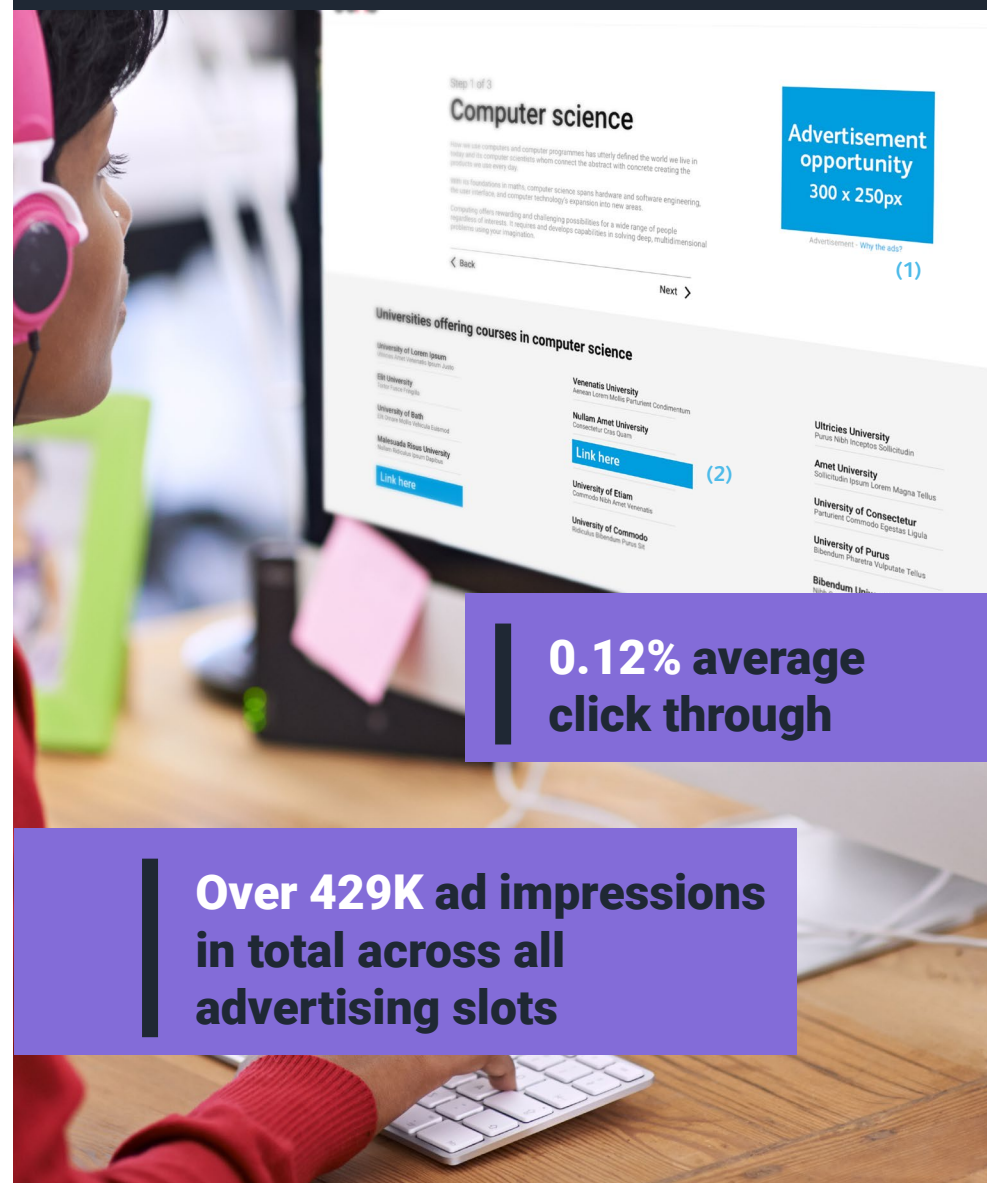
#### Format

40 characters (incl. spaces)

2021 performance

# UCAS.COM

## Clearing research pages





**6.91 million ad impressions in total across all advertising slots**

# UCAS.COM

Premium content pages



**715 clicks on average per advertiser**

**Align your messaging with information on key UCAS application tools and services pages – five of the highest traffic pages on ucas.com from July – September.**

Includes sign in and register page, choosing a course landing page, Application landing pages, and the Tariff calculator page.

## The highlights

- ▶ At the heart of Clearing – key content in demand by students appears on the pages used to access UCAS' core systems on results day.
- ▶ High impact brand awareness – at exactly the moment applicants are finding out their status.
- ▶ Build your message – repeat surfacing of your campaign encourages conversion.

## Technical information

Your ads will run from 5 July to 9 September 2022.

## Opportunities

Two slots, with up to eight advertisers in rotation: £15,000 each

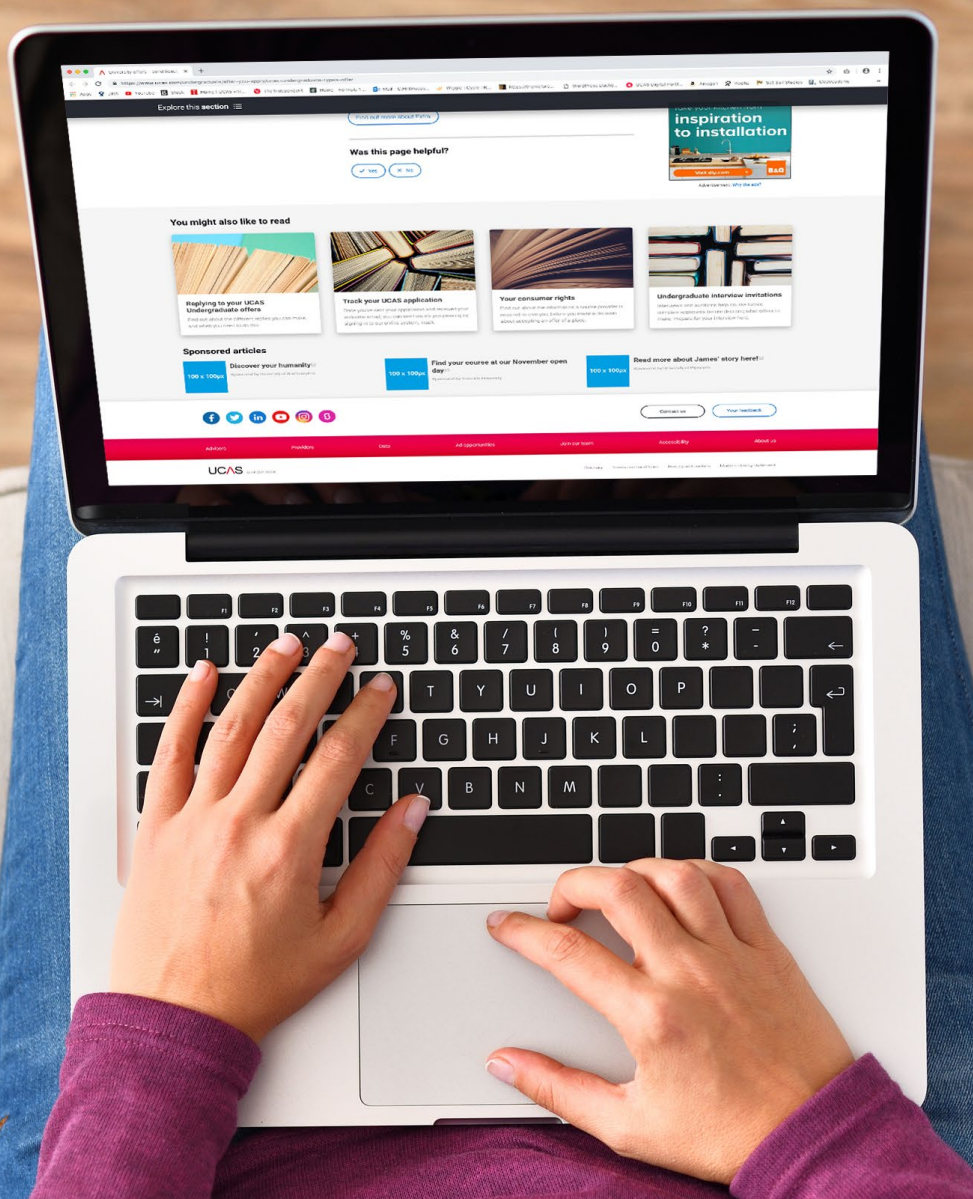
## Format

Mobile and MPU on landing page, on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px

2021 performance





**919 clicks  
on average  
per advertiser**

# UCAS.COM

## Sponsored content links

**Sponsored content links, appearing on every page, and available on rotation across ucas.com.**

### The highlights

- ▶ Ongoing brand presence – your content message featuring on ucas.com throughout the results period.
- ▶ Position your brand – with content links, you can do more than just promote a course.
- ▶ Flexible delivery – update your content throughout the period to reflect your changing priorities.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

Three slots, with advertisers in rotation: £5,000 each

### Format

100 x 100 thumbnail, static .gif, .png, .jpg only

40 characters (incl. spaces)

2021 performance

**0.17% average  
click through**

**Appear on multiple Clearing resource pages, all linked from the Clearing landing page, and all focused on information about results, what's next, and where to get support.**

### The highlights

- ▶ Increase your profile – appear on the pages used by students to understand the Clearing process.
- ▶ Align with UCAS' advice – benefit from students' trust in UCAS to deliver advice and information during this key period.
- ▶ Build your message – repeat surfacing of your campaign encourages conversion.

### Technical information

Your ads will run from 5 July to 9 September 2022.

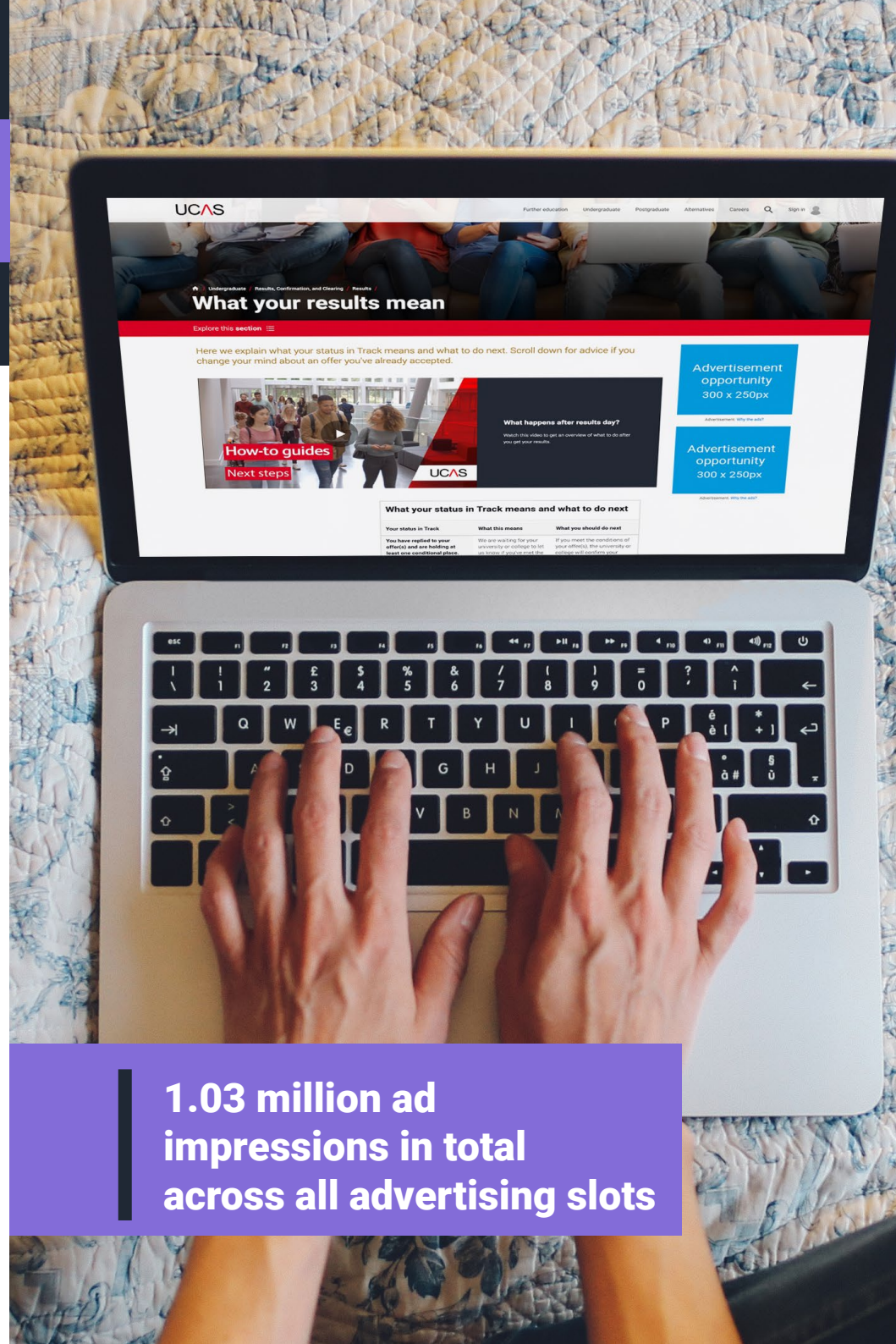
### Opportunities

Two slots, with up to five advertisers in rotation: £6,000 each.

### Format

Mobile and MPU available on rotation, multiple animated.gifs/.png permitted.

Size: 320 x 50px and 300 x 250px



**1.03 million ad  
impressions in total  
across all advertising slots**



**At the centre of applicants' searches for new opportunities, your course adverts, targeted by subject, will appear alongside their search results.**

### The highlights

- ▶ Be part of the search – deliver access to the prospects you're looking for as they research.
- ▶ Flexible campaigns – promote across multiple subjects, or specific opportunities.
- ▶ Exclusive positioning – your brand is the only one an applicant will see when they land on a specific subject.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

Advertising slots: Six advertisers in rotation, per subject group.

Tier 1: £6,000	Tier 2: £2,000	Tier 3: £1,000
Medicine	Science	History
Social studies	Languages	Media
Engineering	Architecture	Drama
Nursing	Arts, crafts & design	Music
Biology	Computer science	Teaching
Law	Mathematics	Agriculture
Business	Sport	Dance
Psychology	English	Performing arts
Accounting	Veterinary science	

### Formats

Multiple animated .gifs/.png permitted.

Mobile banner: 320 x 50px

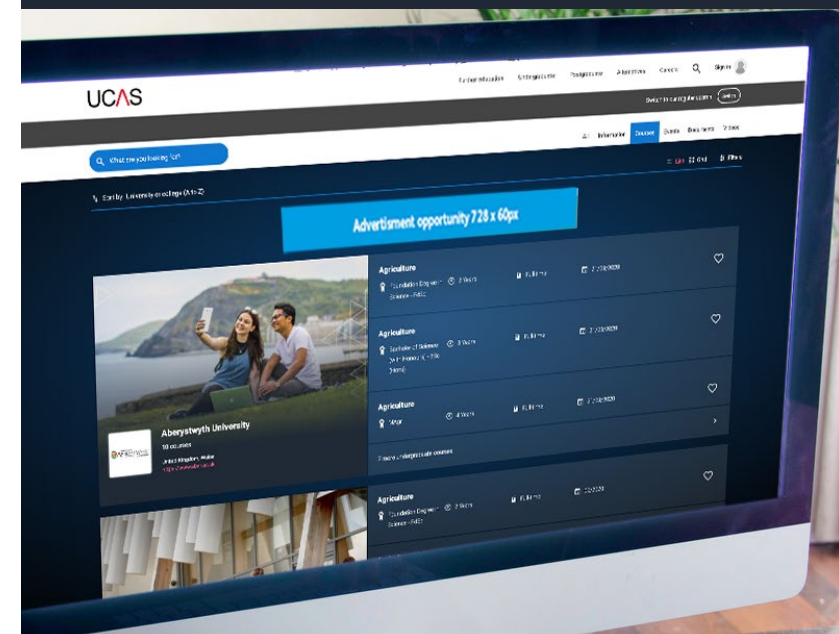
Leader size: 728 x 90px

MPU: 300 x 250px

2021 performance \*Tier 1 keywords

# SEARCH TOOL

## Keywords



**2.64 million ad impressions across all advertising slots**

**0.09% average click through**



# IN APPLICATION ADS

**At the heart of the application process, adverts are served to unplaced applicants, resonating directly with their needs.**

Your Clearing messages in front of applicants as they find out their status. Reassurance for you that you're only reaching those who are confirmed as unplaced – high profile and high impact.

## The highlights

- ▶ Unique placement – the only way you can promote your course to an applicant at the exact moment they find out they are unplaced.
- ▶ Instant conversion – appearing alongside an applicant's status, you'll benefit from instant engagement.
- ▶ Targeted reach – connect only with unplaced applicants, making every message deliver impact.

## Technical information

Your ads will run from 5 July to 9 September 2022.

## Opportunities

Two slots, with up to eight advertisers in rotation: £12,000 each

## Format

Mobile and MPU on status page, available on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px

2021 performance



# UCAS.COM

## Clearing content page bundles

### Get to the core of student searches with Clearing content bundles on ucas.com.

#### The highlights

- ▶ Reach students who are researching Clearing, finance, accommodation, and having peer-to-peer discussions with Unibuddy.

#### Technical information

Your ads will run from 5 July to 9 September 2022.

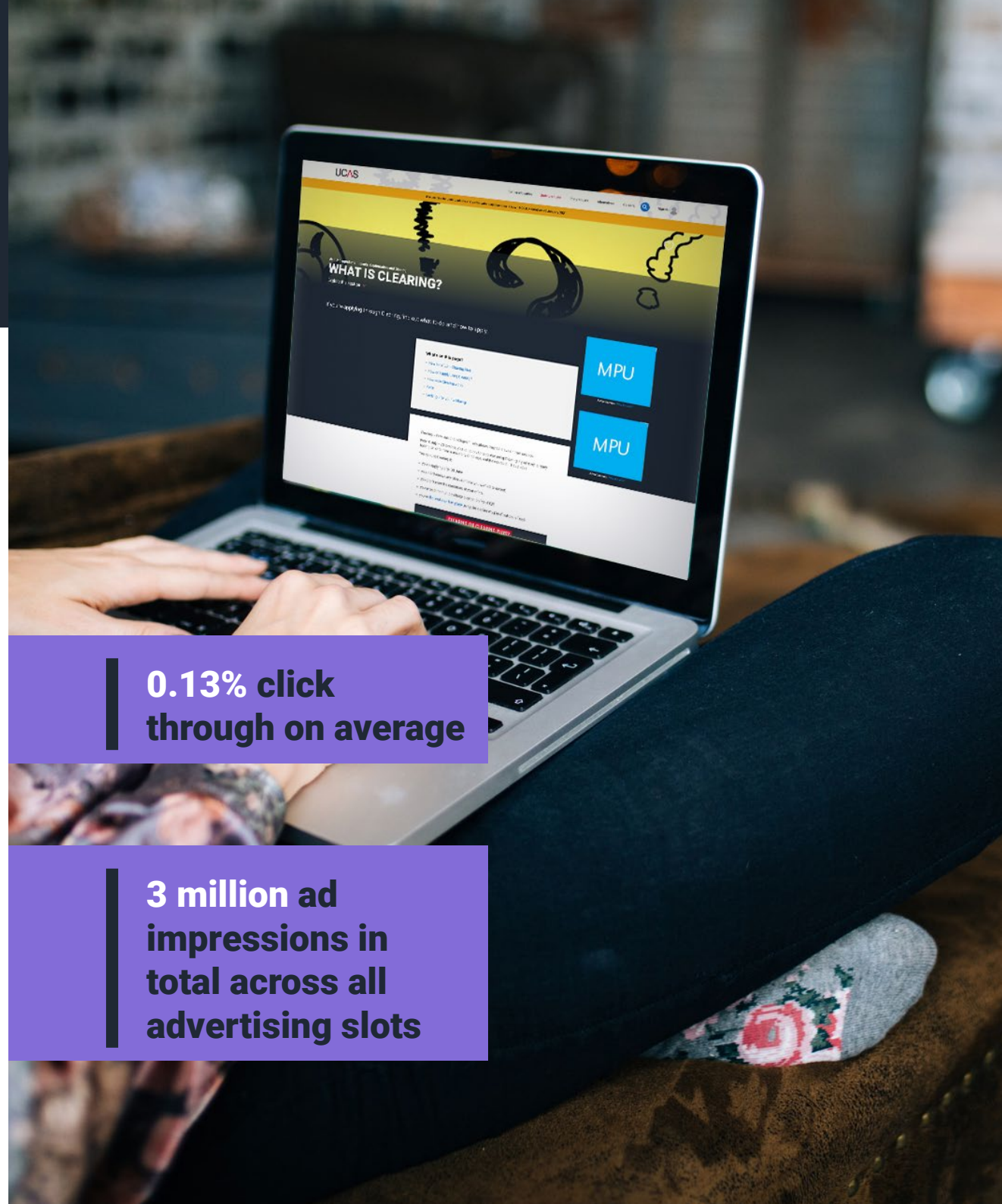
#### Opportunities

8 packages: £6,000 for 500,000 content page impressions throughout the Clearing period.

#### Formats

Mobile and MPU on status page, available on rotation, multiple animated .gifs/.png permitted.

Size: 320 x 50px and 300 x 250px



**0.13% click  
through on average**

**3 million ad  
impressions in  
total across all  
advertising slots**

# PAID MEDIA

## Subject package

**Retarget students who are searching for courses on [ucas.com](https://ucas.com) in July and August, and contact students who we know are unplaced using our unique data overlay. Extend your reach off-site into social media and search display networks, through Google, Facebook, and Instagram.**

### Opportunities

£5,000 per subject for a minimum of 1,000 clicks (depending on platform and audience size)

Running dates 5 July – 9 September 2022

Choose a single platform from Facebook/Instagram & Google Display Network

Choose a subject area and target engaged students either through being unplaced or visiting [ucas.com](https://ucas.com) search tool

£5CPC min deliverable of 1,000 clicks

**Google Display Network  
Clearing 21 avg. CTR: 0.72%**

**Facebook & Instagram  
Clearing 21 avg. CTR:  
0.61%**





# PAID MEDIA

## 2 stage social brand package

Raise your brand awareness with your key audience by targeting our verified audiences this Clearing across multiple platforms, including Facebook, Instagram, Snapchat and TikTok.

### Opportunities

£12,500

Running dates 5 July – 9 September 2022, with a change of creatives for Results Day

Choose 2 platforms from Facebook/Instagram, Snapchat or TikTok

Will run across 2 delivery phases retargeting students who have engaged with your video content

Target engaged students either through being unplaced or visiting ucas.com search tool with your key brand content

Brand content only

£3CPE (cost per engagement) combined engagements include video views and clicks.



**2 - stage clearing**  
**21 avg. 1.14% CTR**

**87% CTR uplift vs**  
**standard delivery**

**Brand clearing 21**  
**avg. 1.96% CTR**

**221% CTR uplift**  
**vs subject content**





# PAID MEDIA

## 2 stage multichannel package

**2 - stage clearing 21  
avg. 1.14% CTR**

**87% CTR uplift vs  
standard delivery**

**19.9% avg. YouTube  
100% Video View Rate**

**0.61% avg. Google  
Display CTR**

**Use multiple touch-points across multiple channels to retarget your audience on their preferred channel and the points that matter most.**

### Opportunities

£25,000

Running dates 5 July – 9 September 2022 offering multiple creative changes throughout

Choose from Facebook/Instagram, Google Display Network, Snapchat and TikTok

Retargets all users over 2 delivery phases across all chosen platforms, including page landers and content engagers

Pixel sharing and tracking implementation required for optimisation

£3CPE (cost per engagement) combined engagements include video views, clicks and landing page views.



# PAID MEDIA

## Bespoke package



**Extend your engagement with data-led search and social. Create custom verified audience segments to deliver optimal performance for your campaign.**

### The highlights

- ▶ Our verified applicant data drives your campaigns, meaning you can reach exactly the audience you need to convert.
- ▶ Full campaign analysis enables you to understand the full impact of the campaign you run.
- ▶ Optimising the channels, placements and formats we know applicants are engaging with extends your message even further.

### Technical information

Running dates 5 July – 9 September 2022

Unlimited combination of platforms from Facebook/Instagram, Google Display Network, Snapchat, TikTok, YouTube & Adwords

Unlimited creatives and optimisation changes

Full retargeting across all chosen platforms

Full consultancy and media planning included

Pixel sharing and tracking implementation required for optimisation

### Opportunities

This opportunity is available at a cost of £50,000. To find out how our bespoke packages could help with your campaign engagement, please get in touch with your Account Manager.



# SPONSORED SOCIAL CONTENT

## Live social sessions

Broadcast live on UCAS' social channels during the results period, hosted in our TV studio in Cheltenham. Work closely with us to design a topic and be part of the live discussion.

### The highlights

- ▶ Create value for your audience with live and engaging content.
- ▶ Pre-session promotion in our student newsletters and social posts.
- ▶ Video snippets of the live session shared across our social channels afterwards.

### Example topic ideas

- ▶ Tips on preparing for Clearing
- ▶ What to pack for uni
- ▶ Tips on staying healthy at uni
- ▶ How to manage money at uni
- ▶ Getting the most out of Freshers' week

## Opportunities

Prices for our sponsored social content packages start at £5,000 and vary depending on which options are included and extent of promotion.

The content would need to be agreed and guided by us in advance, if you have your own ideas for content, please let your Account Manager know.

## Pre-recorded social videos

Pre-record a video that provides useful advice and supportive content, and place your brand front and centre with your audience at this crucial time. We'll host this on YouTube and share snippets across our social channels.

### The highlights

- ▶ Create value for your audience with engaging content, pre-recorded ahead of Clearing.
- ▶ We can package up video content with your branding for your own use.
- ▶ Video snippets shared across our social channels afterwards.

## UCAS Hub live sessions

UCAS Hub is our online student portal which registered applicants can access to manage their university application and get vital information from us. Sponsor one of our Hub live sessions and align your brand with one of our crucial student topics - linking closely to a key date or event in the application cycle.

### The highlights

- ▶ Access a highly engaged audience directly.
- ▶ Promotion of the event before and afterwards across social channels, ensuring an even larger audience interaction.

# SPONSORED SOCIAL CONTENT

## Results week show

Content Options	Cost	Timings
Approaching Clearing	£5,000	Day before results day
Clearing – good news stories (2 or 3 different students with + stories to tell)	£5,000	Results day before 2pm
Preparing for uni	£5,000	Results day after 2pm
Living in halls (could be from location)	£3,000	Day after results day
Getting support	£3,000	Day after results day
Call centre zoom link in live show	FREE	Results day

**Our results week specific offer - live and pre-recorded content, shared across UCAS social channels at key moments.**

### The highlights

- ▶ Add value to your audience with engaging content, pre-recorded ahead of Clearing.
- ▶ Align your brand with one of our crucial student topics.
- ▶ More about adding value to the students than advertising specifically.

Please register your interest for these opportunities via your booking form, and your Account Manager will follow up to discuss how this could work for you this Clearing.

# SUBJECT SPECIFIC NEWSLETTER

Subjects available	Cost
Architecture	£2,500
Biological sciences (inc. sport and psychology)	£4,000
Business, management, and administrative studies	£5,000
Computer science	£2,500
Creative arts and design	£5,000
Education	£2,500
Engineering	£2,500
English	£2,500
Historical and philosophical studies	£2,500
Languages	£1,000
Law	£5,000
Mathematical sciences	£2,500
Subjects allied to medicine (inc nursing)	£5,000
Physical sciences	£2,500
Social studies	£5,000

## Opportunity One - Results Day Newsletter

**Target your audience using subject specific results day newsletters. Advertise your institution at 8.30am on A level results day, alongside their top 10 Clearing Plus matches.**

### The highlights

- ▶ Align your brand with UCAS content to verified unplaced students.
- ▶ Subject-specific advertising
- ▶ Full share of voice - target your audience exclusively as the only advertiser within the newsletter.

### Technical information

Newsletter sent the morning of Results Day with your MPU advert below UCAS content.

## Opportunity Two - Results Week Newsletter

**Retarget your audience in these subject-specific newsletters the week after results day, as they continue to research places in Clearing.**

### Opportunities

One slot per subject

### Format

MPU, animated .gifs/.png permitted.

Size: 300 x 250px



# EMAIL PROMOTION

**Average open rates of  
27.4% across august**

Date of send	Availability	Minimum spend
Tuesday 9 August (SQA results day)	20	£3k + VAT
Thursday 18 August (A level results day)	20	£20k + VAT
Friday 19 August	20	£10k + VAT
Saturday 20 August	20	£6k + VAT
Sunday 21 August	20	£6k + VAT
Monday 22 August	25	£6k + VAT
Tuesday 23 August	25	£5k + VAT
Wednesday 24 August	25	£5k + VAT
Thursday 25 August	25	£5k + VAT
Friday 26 August	25	£2.5k + VAT
Tuesday 30 August	25	£2.5k + VAT
Wednesday 31 August	25	£2.5k + VAT
Thursday 1 September	25	£2.5k + VAT

**Relevant and engaging emails, direct to those who we know are unplaced and looking for opportunities. Get the attention you need for your message.**

Starting with 20 available slots on SQA results day, and multiple slots available on, and immediately after, A level results day, our data segmentation capabilities, send capacity, and technical expertise give you a winning solution to promoting your course availability.

Whether you need to target by location, subject, or achievement, nobody can reach verified, unplaced applicants quicker than UCAS.

Results day email cost is £20,000 for up to a maximum of 10,000 records.

# CLEARING PLUS

## Enhanced profile

Enhanced profile listings appear within the matched course listings once a learner agrees to use Clearing Plus. The enhanced listing amplifies your brand, reinforcing your presence within the Clearing Plus tool, complementing other Clearing activity.





### The highlights

- ▶ Enables you as the provider to have complete control over your course listings.
- ▶ Promotes key Clearing messages – change your tagline as many times as you like to suit your strategy.
- ▶ Easy to access with your logo pre-set to avoid any additional artwork turnarounds.

Providers with an enhanced profile, have an average of 25% more expressions of interest per course.

### Opportunities

£2,000 for an enhanced listing when Clearing Plus is live

	<b>Cardiff University</b> Come to Cardiff, we are the best! <a href="#">View details</a>	Bachelor of Arts (with Honours) - BA (Hons)	01/09/2020	Main Site - Cardiff	3 Years	Full-time	<a href="#">I'm interested</a>
	<b>Bangor University</b> Come to Bangor, we are the best! <a href="#">View details</a>	English Literature	28/09/2020	Main Site	3 Years	Full-time	<a href="#">I'm interested</a>
	<b>Abertay University</b> <a href="#">View details</a>	Accounting and Finance	14/09/2020	Abertay Campus	4 Years	Full-time	<a href="#">I'm interested</a>
	<b>Abertay University</b> <a href="#">View details</a>	Ethical Hacking	14/09/2020	Abertay	4 Years	Full-time	<a href="#">I'm interested</a>

Enhanced listing

Standard listing



# CLEARING PLUS

## Advertising

**Clearing Plus enables unplaced students to easily see which available courses and universities might be a good fit for them. Courses are matched to them where their individual circumstances and preferences align with what the HE provider looks for in students on that course. By advertising on Clearing Plus, you can be sure your branding will appear in front of highly engaged Clearing applicants.**

### The highlights

- ▶ Reach engaged unplaced applicants exclusively.
- ▶ Prominent placement within Clearing Plus.

### Technical information

Your ads will run from 5 July to 9 September 2022.

### Opportunities

Four advertisers in rotation: £7,000 per slot.

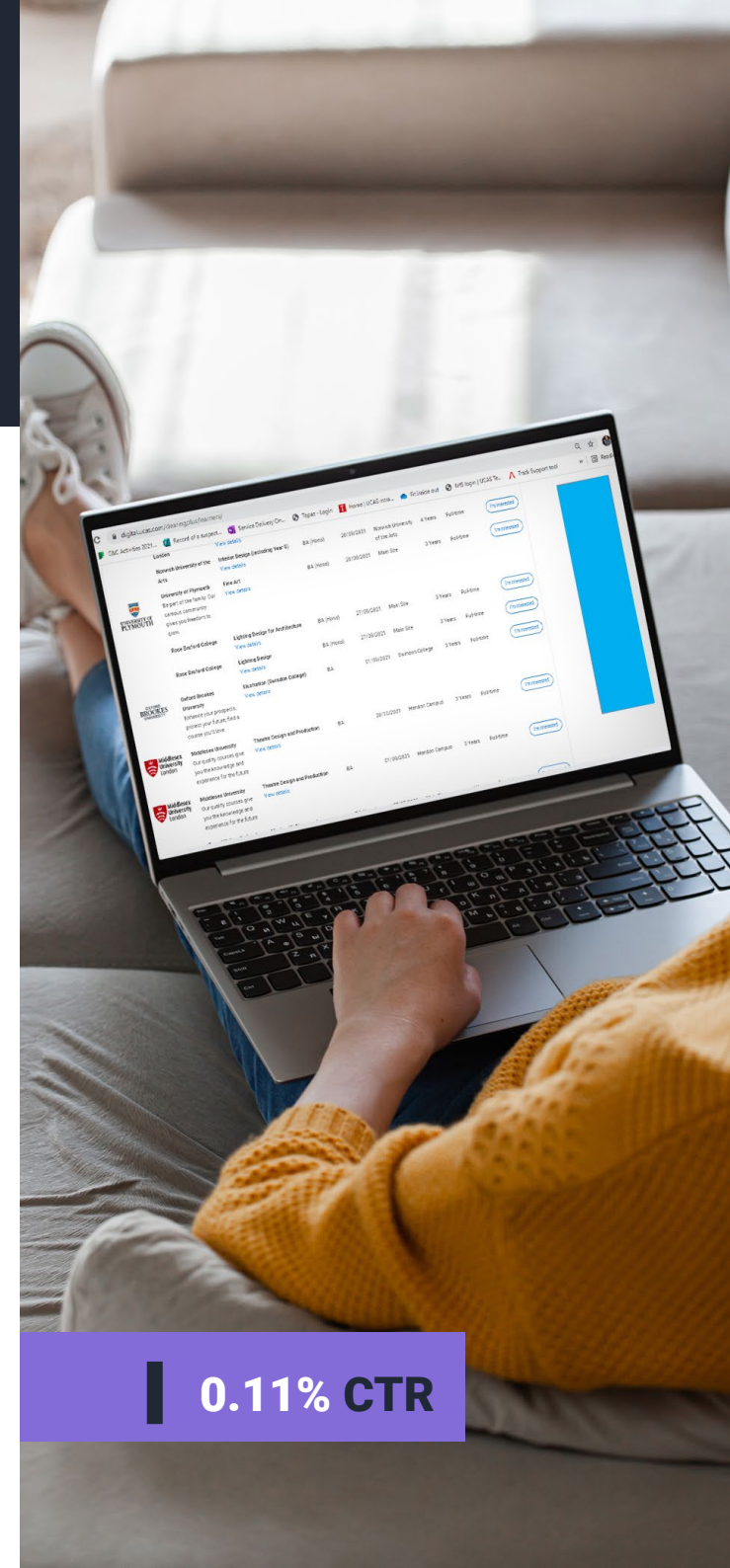
### Format

Multiple animated. gifs/.png permitted.

Mobile banner: 320 x 50px

Skyscraper: 160 x 600px

Leader size: 728 x 90px



**0.11% CTR**



# ACCOMMODATION INVENTORY 2022

## Fill beds with confidence

We have multiple opportunities to advertise your accommodation, creating a holistic journey for students. We entered into the accommodation market to extend our support to students and to help them make informed choices by showing the options available to them.


Many students may have an idea of where they would like to live by the time they get their A level results – great for those lucky enough to get placed at their firm choice. However, there are many students placed at their insurance choice or through Clearing who have yet to have their accommodation sorted...

Property listings are free of charge for universities. Please note we can also list formal nomination agreements under your institution listing.

### Opportunities

- ▶ Onsite Display (home, city results, content pages)
- ▶ Offsite retargeting
- ▶ Sponsored content

For more information about any of these opportunities, either contact your Account Manager and they will put you in touch with our Accommodation team to discuss further, or alternatively email [accommodationqueries@ucas.ac.uk](mailto:accommodationqueries@ucas.ac.uk) and a member of our Accommodation team will be able to support you.



**Accommodation  
is one of the top 5  
factors considered  
when choosing where  
to apply and study**



# GET ON BOARD

**Our booking process is simple. It's based on an independent draw system, which makes it fairer, and gives you longer to choose, make, and submit your requests.**

**Anything you purchase from us directly contributes to our purpose of providing opportunities and education for every individual in the UK. 100% of profits from commercial activities, services and consultancy go directly to UCAS.**

## **What happens next?**

Select your inventory – this document contains everything you need to know, the specifications, and the costs.

**Monday 7 February - Wednesday 23 February** – booking opens. You'll have these thirteen working days to email your booking form to us. [Find the form](#) on our website.

**Tuesday 1 March** – an independent, lottery-based draw system will determine where inventory is allocated. Your account manager will confirm your booking by Friday 4 March.

When you submit your booking to [ucasmediaclearing@ucas.ac.uk](mailto:ucasmediaclearing@ucas.ac.uk), please cc in your account manager.

**[Terms and conditions apply.](#)**

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