



## **The Complete University Guide Rate Card 2012**

Our popular website [The Complete University Guide](#) is predominately used by those either about to embark on higher education study or those who are currently in the process of studying at a University or other higher education institution. The main reason our visitors use the website is to monitor and compare University performance on both general and subject specific levels and to also access the latest news on the Higher Education sector as well as a range on advisory articles on topics relevant to today's students. We also work closely with UCAS.

### **Traffic and Visitor information**

Our popular website continues to grow and is now the highest ranked website by **Google** for University Profiles and currently receives just over **550,000** unique visitors per month. With some of the most competitive advertising rates in the sector and a wide range of highly effective advertising solutions to choose from means the Complete University Guide ought to be your institutions first port of call when looking to attract prospective and current students.

Of the 550,000+ unique monthly visits to our website approximately 30% of visitors are coming from overseas. Males make up 50.6% of visitor numbers, females 49.4%.

### **Advertising**

We at the Complete University Guide provide a wide range of advertising solutions to suit all budgets. Please see options below to find which approach suits your needs best. We charge on a CPM (cost per 1000 viewers) basis unless otherwise agreed. We also issue reports which provide a transparent and trusted means of measuring the effectiveness of your advertisement campaign.

#### **Banner Advertising: Run of Site**

Banner advertisements are sold on a CPM cost per 1000 impressions basis, all views and even clicks are logged and issued at the end of each campaign allowing for transparent reporting and easy measurement of campaign success.

#### **Highly Targeted Banner Advertisement Options (25%) surcharge**

We also offer geo targeted options where you can target students across the globe on a country and even city level basis. For course specific advertising we recommend running subject or course specific advertisements only on the relevant [subject league tables](#) to ensure maximum response and to ensure only those interested in studying in that particular field can see your advertisement. Get the most from your spend with highly targeted options. See further down for available banner sizes.

## Available Advertisement Banners

### **Button Banner- £1 CPM** (120 pixels wide by 60 pixels high)

Small but effective, the low cost allows for large amounts of these buttons to be purchased which prove to be a highly effective means of promoting open day and similar events, sheer volume alone guarantees a good response- Minimum spend on buttons is £300 which equates to 300,000 advertisement views.

**Leaderboard and Skyscrapers:** Highly popular standard sized banners used globally.

**Leaderboard :** 728 wide by 90 pixels high = **£8 CPM**

**Skyscraper:** 120 wide by 600 pixels high = **£8 CPM**

**MPU: £10 CPM: (300 pixels wide by 250 high)** Mid Position Unit also known as Large Rectangle, a large high impact attention grabbing banner advertisement located in a premium position to ensure maximum exposure and response.

**Double MPU £15 CPM : (300 pixels wide by 600 pixels high)** Twice the size of an MPU but just 50% more in terms of costs the double MPU is the largest most cost effective banner available. A monster banner which is hard to ignore and will ensure fantastic response rates – size does matter!

**University Profiles:** University profiles attract a large number of visitors and are an invaluable tool to providing a means from which a visitor can apply directly to a University. There are a number of options here to choose from in order to help your University get maximum response and application numbers from our site visitors. **Universities with premium profiles can expect thousands of visits to their websites from interested prospective students due to the unlimited links, Universities with basic profiles can expect to see up to 90% less visitors via their profile on our site.**

// **Basic profile - Free**

// [Premium profile](#) - £3000 annually

Unlimited links on profile

Request a prospectus tab on profile. (Optional)

Two university press releases published in our news feed over the year.

University of the month carousel slide for one month (**excluding Aug-Oct**)

Course of the month carousel slide for one month (**excluding Aug-Oct**)

Unlimited links within the editorial. (Supplied and updated by University).

150,000 MPU banners or 100,000 Double MPU's

500,000 button banner impressions served over the period of a year.

Profile Slideshow (Contains up to 3 images and is linkable to up to 3 separate url's).

Full Colour picture gallery within profile

\*Please note if at the point of purchase a premium profile course of the month or University of the Month slot is unavailable due to being fully booked for the year we will give additional banners as part of the package based on the costs of University and course of the month's slot.

## Homepage Slideshow- University of the Month slots

Feel a need to get your University some extra exposure? Need to increase brand awareness? Why not try our high impact "[University of the month](#)" slideshow slot. This large high impact slideshow option provides a cost effective means of promoting your University on a generic level for the period of one month. It's positioned on both our homepage and our [Universities](#) landing page for maximum exposure. The image is linkable and the slideshow can also accommodate up to 2 additional links and a tagline. University of the month slots are limited to 12 slots per year (1 only per University) and are available from only £500 per month. (**Months around clearing may cost considerably more**). Please book well in advance to avoid disappointment and ensure you can take advantage of this cost effective high impact means of raising your Universities profile.



The screenshot shows the homepage of 'The Complete University Guide' in a Windows Internet Explorer browser. The page features a navigation menu with links for Home, News, League Tables, Universities, Fees, Courses, Careers, Preparing to Go, Clearing, MBA, International, and Ask. A search bar is located in the top right. The main content area is dominated by a large banner for 'University of the Month: De Montfort', which includes a photo of a student in a lab coat and safety glasses. Below the banner, there are sections for 'University League Tables', 'University Profiles', and 'Latest News'. A sidebar on the right contains a 'New Career? Become An Electrician' advertisement and a 'Find out more and sign up for our next open day' button. The browser's address bar shows the URL 'http://www.thecompleteuniversityguide.co.uk/' and the system tray at the bottom indicates the date '19/05/2011' and time '17:00'.

## Course of the Month

The same set up as University of the month but designed to help promote up to 3 specific courses unlike the Homepage slideshow all three slides are for your use only ensuring all of our substantial visitor numbers to the courses section see your high impact series of slides. This retails at £350+vat per month with the months around clearing costing considerably more.

**Ad specs:** All banners to be supplied in gif or flash (swf) format with a **40kb limit** on file size

Please feel free to contact us to discuss the various advertising options available to help increase response and application rates. Or call [Simon Pearce](#) on 020 7268 9710 to discuss any of the options described above.