

In association with:
THE INDEPENDENT

The **COMPLETE** **UNIVERSITY** Guide



The UK's leading, most comprehensive, independent, dedicated, fully interactive and authoritative University Guide available, for students deciding what to study and where.

Reach thousands of 16–18 year olds every day who are looking for advice to enable them to make an informed decision about HE, a decision that will influence their future working life.

The Complete University Guide provides a rich source of information and advice to enable students to decide what course to study and where. It is the only online guide to include university and subject league tables with a unique feature – **create your own ranking**.

Audience

The majority of CUG visitors are:

Prospective students, aged between 16 and 18
Currently in higher education
Looking to apply for higher education in the next 6 to 12 months

And also **parents** who are actively involved in university choice

UK site stats

Traffic over the previous 12 months:

1.2 Million Unique Users
5.5 Million Page Impressions
30% International visitors
Average time on site 3.50 mins (international traffic is longer)

Monthly example, September 2009:

130,000 Unique Users
600,000 Page Impressions
Peak days over 17,000 unique visitors (day of publication of league tables and start of clearing)

Main Content

- ✓ **League Table**
Universities
Universities by subject
- ✓ **International**
- ✓ **Students**
How to choose what to study and where
Where to live
Sport facilities
Safety & security
Bursaries & Scholarships
- ✓ **Parents**
- ✓ **Money & Finance**
- ✓ **How to Apply**
- ✓ **Graduate Prospects** (including career options)



The screenshot shows the homepage of 'The Complete University Guide'. At the top, there's a banner for 'Quality you'd expect' with an image of cookies and the 'essential Waitrose' logo. Below this is a navigation menu with red buttons for 'Home', 'League Tables', 'Students', 'Money', 'Profiles', 'International', 'Parents', 'Applying', 'Prospects', 'FAQs & Links', 'Email Us', and 'HE Staff'. The main content area is a grid of boxes:

- University League Table 2010**: 'in association with THE INDEPENDENT'. Text: 'New University rankings for 2010 • League Table, ranking UK universities by assessing their performance in nine quality factors • Create your own customized league table • Compare universities • Universities by region • How the league table works'.
- University Subject Tables 2010**: 'in association with THE INDEPENDENT'. Text: 'New University Subject Table rankings for 2010 • 62 subject tables, ranking the universities within individual subjects • How the subject tables work • Best listings • Career Options • Who's Top 10 in their Subject'.
- University Profiles**: 'This section gives you an idea of what each university is like, including history, location, transport, accommodation, bursaries and scholarships, academic standards, student facilities, sports and leisure, contact details and weblinks.'
- Useful Links**: 'Useful links for prospective students: those in the UK and those from overseas planning to study here. If you have additional websites you think should be included, please let us know links@thecompleteuniversityguide.org.uk'.
- Career Options**: 'Before deciding on the course of your choice, it is worth considering the opportunities that will be open to you once you graduate - the career options that go together with your prospective subject (or subjects). Here, as a guide, we provide a brief summary of each subject area. How you might best use a degree in your chosen area.'
 - The types of skills you could expect to develop.
 - What kinds of career your degree would qualify you for.
 - The prospects for your chosen career.
- UK Courses**: 'Study From Home, Improve Yourself. UK Courses. www.Study-From-Home.co.uk'.
- MSc in Business & Finance**: 'Top Masters in Birmingham £2000 Scholarship. Expert tutors. www.bt-global.com'.
- FAQs**: 'Answers to some of the most frequently asked questions on university and subject rankings, UCAS applications and much more. If you still have a question, email us and we will do our best to help!mailto:questions@thecompleteuniversityguide.co.uk'.
- University Cities**: 'The lecture room and library are only part of the story. You will not achieve peak performance if you are tied for several years to a place you do not like. Here we profile the main university towns and cities.'

 On the right side, there are ads for 'The University of London' and 'Courses developed by the prestigious London School of Economics'. At the bottom left, there's an ad for 'uwic.ac.uk' and 'Plus get Microsoft Office Ultimate 2007 for just £37.99'. The footer contains the logos for 'The Complete University Guide' and 'THE INDEPENDENT' along with the website URL: www.thecompleteuniversityguide.co.uk'.

In association with the **Independent**, a dedicated supplement is published each spring featuring news generated by the latest University rankings. Other new material published by CUG is featured in the **Independent** throughout the year.

Other partners and supporters

BUCS Collaboration to establish stats for sports facilities within the sector
Course Discover (UCAS Media) Working closely together

UCAS A new book, *The Complete University Guide: Student Finance*, published in association with UCAS

AGR Joined early 2008, a mutually beneficial partnership

AGCAS Working together to expand knowledge of careers options relating to each subject area

GuildHE Working closely with the team to expand the site to cover wider range of institutions

UNITE BK contributes to *Campus Life* (circulated to University administrators three times a year)

Candlestar Specialist PR and communications within the sector

The team

The website was launched in July 2007.

Singled out for particular praise in the 2008 HEFCE Research Report for the sophistication of their subject tables and efforts to keep in close contact with universities through visiting seminars.

Principal Author/Compiler, Dr Bernard Kingston, formerly of *The Times Good University Guide*. For over twelve years he has compiled the longest running and most widely respected University League Tables. Past President of the Association of Graduate Advisory Services, Former Director of Careers Service and later International Affairs, University of Sheffield.

Together with a team of twelve, all with a university background, who aid the compilation of the tables and advise on all aspects, including how to widen the use and relevance of the tables. The most knowledgeable team in the UK with over twelve years experience. In addition, a fifteen-strong Advisory Group of experts to offer extra insight and criticism.

Site published by Constable & Robinson Ltd, Independent Publishers since 1795.

University League Tables published April 2008 and 2009 in association with the *Independent*.

The Complete University Guide provides the ideal opportunity for organizations wishing to promote themselves to a well informed target audience of committed young people considering their future careers – as well as parents and advisors.

It is particularly relevant to:

- ✓ Universities
- ✓ Major employers seeking trainees
- ✓ Recruitment agents and career advisors
- ✓ Banks and other organisations offering services to young people

Advertising options

Banner Advertising – The most prominent advertising position available. Positioned prominently within the header section of each page, it will feature on every page of the website, it may rotate with up to 3 other advertisements (max. page impressions 100,000)

Skyscraper Advertising – The vertical approach. Positioned prominently above the fold on the right hand side of each page, it will feature on every page of the website, it may rotate with up to 3 other advertisements (max. page impressions 75,000)

MPU Advertising – A more integrated approach. Positioned within the text of all text-led pages, it may rotate with up to 3 other advertisements

Button Advertising – Make an impression with an impossible to ignore button ad. Positioned in either the right- or left-hand panel, it will feature on every page of the website, it may rotate with up to 3 other advertisements, 12 button ad positions available

Combinations – Maximize exposure. Banner or Skys with page specific MPUs or Buttons.

Sponsorship – Section sponsorship is also available, please contact us for further information.

Tenancy rates

All formats for a 1 to 12 month period. Book early to secure the premium locations.

	12 months animated	6 months animated	Static	Dimensions	Max. size	Format
Button ad	£1200	£800	£995	120 x 60	4k	Gif
Banner ad	£4495	£2995	-	468 x 60	10k	animated gif or jpeg
Skyscraper ad	£4995	£3295	-	120 x 600	10k	animated gif or jpeg
MPU ad	£5495	£3595	-	300 x 250	10k	animated gif or jpeg

Technical specifications

Banner, Sky, MPU and Button Ads

- ✓ Ads should not include audio, and animations are limited to three loops
- ✓ An active URL must be supplied for your ad to link to
- ✓ For campaigns exceeding two months in duration, a new banner/button can be supplied bi-monthly
- ✓ All graphics are to be supplied by you

All advertisements/links will be placed on the website within ten working days of confirmation of your order and receipt of the necessary text/graphics. We reserve the right to refuse any advertising which we feel does not sit well with the tone of our site. Please submit your advertisement in electronic format.

Copy submission information

The final date for display advertising artwork is five working days before the booking is due to go live. Please submit your advertisement copy to the following email address, **clearly stating your ID Number and Booking Reference** (found on the Space Order):

Ref: The Complete University Guide
Email: nova@thecompleteuniversityguide.co.uk

Alternatively you can submit your copy on a CD by post (see address at the end of this document).

The copy we receive from you must be final. We do not proofread your ad and The Complete University Guide will not be held responsible for any typographical errors that occur.

Advertisement sales queries

Please address all enquiries regarding advertising sales as follows:

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