Oxford puts UK universities out in front once again as it tops world rankings for the second year running.
## Contents

**INTRODUCTION AND MEDIA PACK** 03

**FEATURES LIST & DEADLINES** 08

**EVENT COVERAGE AND MEDIA PARTNERSHIPS** 12

**ANNUAL CAMPAIGNS** 15
  - Integrated Campaign
    16
  - Digital Campaign
    17

**PRINT ADVERTISING RATE CARDS** 18
  - Print Rate Card
    19
  - Creative Options: Gatefolds, Belly Bands & Wraps
    20
  - Magazine Sponsorship
    21

**PRINT ADVERTISING & EDITORIAL SPECS** 23
  - Print Ad Specifications
    24
  - Feature Sponsorship Specifications
    25
  - Advertorial Specifications
    26

**DIGITAL ADVERTISING, RATECARDS & SPECS** 27
  - Use our Website
    28
  - Use our Database
    29
    - Newsletter Sponsorship
      29
    - E-shots
      30
  - Content Marketing Services
    32
  - Lead Generation, Roundtables & Webinars
    33

**VIDEO CREATION, PRODUCTION AND EDITING** 35
  - Corporate and Promotional Videos
    36
  - Social Media Video Creation & Marketing
    38

**CONTACT US** 40
  - Contact Us
    41
  - Our Other Titles
    42
INTRODUCTION
&MEDIA PACK
At the heart of higher education

University Business (UB) remains a central resource for professionals working within the university commercial and management sectors.

Launched in 2005, UB has reported on some significant changes in the UK HE sector, and is today recognised as the valued voice within higher education.

UB will continue to bring the latest news, appointments, features and expert opinion throughout the year ahead in HE.

We will also continue to cover updates from the leading UK HE organisations and events, including: Bett, EAUC, CUBO and ASRA, to name a few.

universitybusiness.co.uk is updated every day with the very latest news, features and blogs, as well as previews and reviews of the leading HE events. So why not pay it a visit?

If you’ve got a story or want to be involved, get in touch. We are always keen to hear your views.

REBECCA PADDICK | EDITOR

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Follow us @UB_UK  Like us /ubmag
universitybusiness.co.uk

Softcat found University Business to be a direct and valuable conduit to our higher education audience. Its Account Managers epitomise a real ‘can do’ attitude and deliver on promises, which counts for a lot in the business world.

ANDY BRUEN, PUBLIC SECTOR FRAMEWORKS MANAGER, SOFTCAT LTD
### Magazine facts

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Monthly</th>
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</thead>
<tbody>
<tr>
<td>Print circulation</td>
<td>5,500</td>
</tr>
<tr>
<td>Monthly readership</td>
<td>13,750</td>
</tr>
<tr>
<td>Bonus event copies</td>
<td>20,000+</td>
</tr>
<tr>
<td>Events</td>
<td>Presence at over 100 key events</td>
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</table>

### Digital facts

<table>
<thead>
<tr>
<th>Users</th>
<th>Approx 10,000 monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter</td>
<td>Fortnightly email communication to 5000 subscribers</td>
</tr>
<tr>
<td>Find us on:</td>
<td>twitter.com/UB_UK</td>
</tr>
<tr>
<td></td>
<td>facebook.com/ubmag</td>
</tr>
<tr>
<td></td>
<td>youtube.com/user/WildfireCommsUK</td>
</tr>
<tr>
<td>Social media</td>
<td>Twitter followers: 4,470</td>
</tr>
</tbody>
</table>
Spending Power

AVERAGE ANNUAL SPEND PER JOB TITLE

Up to £1 million
› Assistant Registrar
› Faculty Finance Manager
› Accommodation Manager
› Facilities Manager
› IT Manager
› Marketing Communications Manager
› Procurement Officer

£5 million–£10 million
› Director of Commercial Services
› Director of Computing
› Systems & Services
› Procurement Manager

£2 million–£5 million
› Business Development Manager
› Director of Estates and Facilities
› Director of Residential Services

Over £15 million
› Vice-Chancellor
› Pro Vice-Chancellor
› Principal/Vice-Principal
› Director of Human Resources
› Director of IT Services

Audience

PROFESSIONAL MAKE UP OF NEW SUBSCRIBERS IN JUNE 2017

30% Key Decision Makers
(VC, Dept Directors, Heads of Department, Senior Management, Associates, Principals)

32% Decision Makers
(Managers, Deputy Heads of Dept, Deputy Registrars)

38% Other Influencers
(Teachers, Assistants, Officers, Professors)
In every issue

Latest **news, appointments** and **opinions** from leading figures in higher education

**CAMPUS SERVICES**
Leading construction, refurbishment and facilities management news

**SUSTAINABILITY**
News, developments on campus and innovations

**SPORTS**
Top facilities, sporting achievements and association news

**CATERING AND HOSPITALITY**
Food industry news and views, recipes and contract catering developments

**FINANCE AND LEGAL**
Advice, comment and legislation updates

**INTERNATIONAL**
HE news from across the globe

Updates from all the **leading associations** in higher education

**TECHNOLOGY**
Edtech innovations, online learning, ICT developments and much more
FEATURES LIST & DEADLINES
Features list & deadlines

JANUARY
THE COMMERCIAL ISSUE
EDITORIAL DEADLINE: 23 NOVEMBER

WHAT LIES AHEAD:
Roundtable: what are the challenges across the sector for the upcoming year, and how can we best prepare for them?

A CLASS ACT: from furniture and design to fixtures and fittings, a look at how the modern-day classroom is boosting the teaching and learning experience

MARKETING MASTERCLASS: the latest developments in digital and off-line marketing across universities. How is HE competing to win new students?

BETT: a look at what’s to come at the UK’s biggest edtech show

EVENT DISTRIBUTION: Bett, ISE Europe

FEBRUARY
THE RECRUITMENT ISSUE
EDITORIAL DEADLINE: 15 DECEMBER

FIRST IMPRESSIONS: how striking campus and building design can attract new students, both at home and abroad

STUDENT RECRUITMENT AND RETENTION: how can universities join up digital recruitment drives with successful student retention?

VIRTUAL OPEN DAYS: Are VLDs the future of university recruitment?

UCISA: a look at what’s coming up at the premier IT event for higher and further education

EVENT DISTRIBUTION: ISE Europe

MARCH
THE EDTECH ISSUE
EDITORIAL DEADLINE: 19 JANUARY

LIBRARIES: how university libraries are adapting to the modern world and ever-demanding students

ASRA ANNUAL CONFERENCE: a look at what the largest student accommodation conference in Europe has to offer this year’s delegates

BETT: highlights from this year’s biggest education technology show

THE EDTECH GLOSSARY: Do you know a MOOC from a VLE, or VR from AR? Here’s our round-up of the latest tech trends transforming HE

EVENT DISTRIBUTION: UCISA annual conference, Naace

APRIL
THE ESTATES ISSUE
EDITORIAL DEADLINE: 16 FEBRUARY

LEARNING SPACES UNCOVERED: innovation in design and architecture in university learning spaces, lecture halls and libraries

ESTATES OVERVIEW: master-planning and future proofing the campus – a highlight of the latest projects across the sector

A VIRTUAL VIEW: the advantages of virtual learning environments (VLEs) for higher education

EVENT DISTRIBUTION: ASRA Annual Conference
Features list & deadlines

**MAY**
THE MONEY ISSUE
EDITORIAL DEADLINE: 23 MARCH

- **FEES AND LOANS:**
  - **Roundtable:** looking at the latest developments in fees and loans and the impact on UK HE
- **PRICE WARS:** a look at the very best catering facilities and services on campus versus local amenities and the high street
- **THE COST OF ICT:** Can universities reduce their edtech costs while boosting services to students and staff?
- **EVENT DISTRIBUTION:** Talis Insight

**JUNE**
THE FACILITIES ISSUE
EDITORIAL DEADLINE: 20 APRIL

- **FUNCTION AND FORM:** a look at specialist facilities on campus
- **SAFETY FIRST:** making campuses safe and secure for students and staff
- **CUBO:** a look at the association’s summer conference and awards
- **ADMIN ADVICE:** digital innovations transforming university back-offices
- **EVENT DISTRIBUTION:** Facilities Show

**JULY**
THE FUTURE PROOFING ISSUE
EDITORIAL DEADLINE: 25 MAY

- **HE ROUNDTABLE:** how Unis use the summer down-time for a revamp
- **GREEN CAMPUSES:** a look at sustainability across campus from green buildings to new facilities
- **SOCially SPEAKING:** using social media to stay in touch over the summer break and into the new term
- **HEALTH & WELLBEING:** tackling one of the biggest issues in HE
- **EVENT DISTRIBUTION:** Cubo Conference, UCISA Support Services

**AUGUST**
THE RECAP ISSUE
EDITORIAL DEADLINE: 22 JUNE

- **GREAT ESTATES:** the priorities and challenges facing university estates managers - and a round-up of the best estates improvements this year
- **SUSTAINABILITY PART 2:** Thinking green: initiatives promoting sustainable living to students and staff
- **CUBO:** we reveal the full conference and awards review from the College and University Business Officers’ annual event
- **A WHO’S WHO OF HE:** the new faces joining UK HE for the start of the academic year
- **THE EDTECH EVOLUTION:** the latest edtech innovations enhancing teaching and learning across campus
Features list & deadlines

**SEPTEMBER**
The Back to Uni issue
Editorial Deadline: 20 July

- **HE Roundtable:** a first look at the key challenges facing universities and colleges this academic year
- **Revamp Time:** maintenance, procurement and purchasing, where do the priorities lie?
- **A Technical Boost:** how super digital classrooms are the future
- **Catering Trends:** fresh food trends for the new year

**OCTOBER**
The Student Experience issue
Editorial Deadline: 24 August

- **HE Roundtable:** the focus on student experience goes from strength to strength
- **Let’s Go Outside:** latest innovations in outdoor furniture, landscaping and refuse/recycling
- **A Sporting Chance:** the very best sporting facilities across the global HE stage
- **Education Estates Preview**
  - **AV A Look:** how audio-visual developments are transforming universities
  - **Event Distribution:** HE Show, Education Estates, UCISA IG

**NOVEMBER**
The Property issue
Editorial Deadline: 21 September

- **Estate of Play:** from top-notch halls to cutting-edge classrooms; a look at the most impressive HE estates helping UK universities stay competitive
- **Student Accommodation:** a preview of this year’s event, offering the latest advice on the changing dynamics of student accommodation
- **Website Trends:** how the university homepage is more than just a shop window; why engaging content and consistent branding are vital to HE’s success
- **Supplier Special:** how to work efficiently with suppliers and boost your offering while saving costs
- **Event Distribution:** Education Facilities Forum

**DECEMBER**
The Review issue
Editorial Deadline: 26 October

- **Review of the Year:**
  - **Roundtable:** we look back at and ask if it was a successful year for the sector?
  - **Student Living Trends:** what do students really want from their accommodation and how is this changing?
  - **The Bring Your Own Revolution:** when it comes to BYOD, what issues do universities face and how are they tackling the challenges head on?
- **Event Distribution:** Student Accommodation, Bett, ISE Europe
EVENT COVERAGE AND MEDIA PARTNERSHIPS
We are media partners at...

We and the other EdQuarter media portfolios will be promoting, supporting, distributing and providing print and digital advertising opportunities / coverage at the following events...

**JANUARY**
- Bett Show
- BSA Annual Conference

**FEBRUARY**
- ISE

**MARCH**
- UCISA Annual Conference
- Jisc Digifest
- Education Show
- Bett Academies
- International Higher Education Forum
- International e-Assessment Awards
- EAUC Conference
- MAT Formation
- Next Generation Learning Spaces

**APRIL**
- ASRA Conference (UB)
- AUDE
- ISPEC (Independent Schools PE Conference) (IE)
- Higher Education Estates Forum (B4E and UB)
- The Academies Show London
- Talis Insight Europe

**MAY**
- BSA Annual Conference for Heads

**JUNE**
- STEM Gender Equality Congress
- Future Edtech
- EdTechXEurope
- Facilities Show
- Festival of Education
- CUBO Summer Conference
SEPTEMBER

› Lunch!
› Education Estates and Facilities Conference
› New Scientist Live
› UCISA IG

OCTOBER

› HMC Annual Conference
› Higher Education Real Estate and Infrastructure
› EduTech Show
› Higher Education Conference
› Academic Venue Showcase
› UK Construction Week (B4E)
› The Education Building Forum
› MATs Summit
› Education for the Soul
› Simo Educacion

NOVEMBER

› Education Estates
› WIRED Next Generation
› UCISA CSG-PCM
› InnovateEdTech Conference
› Green Gown Awards
› University & Healthcare Estates & Innovation
› Class Conference
› Education Forum
› GSA Annual Conference for Heads
› Academic Venue Awards
› Education Buildings Scotland
› Scotland Build Expo
› EdtechUK Global Summit

DECEMBER

› Effective financial management in uncertain times
› Student Accommodation Awards and Conference
ANNUAL CAMPAIGNS

INTEGRATED CAMPAIGN  16
DIGITAL CAMPAIGN    17
Annual Campaigns

INTEGRATED CAMPAIGN

Each edition (Monthly) our partner receives over a 12 month duration...

› x1 full page of editorial in the mag
› x1 full page advert in the mag
  (opposite or separate to the editorial)
› The above pages included in the digital magazine (2K reads per edition)
› x1 blog hosted by www.universitybusiness.co.uk
  (use magazine editorial – 10K unique visits p/m).
› Leaderboard on homepage
› Blog to receive social media support from UB (5K followers)
› x1 newsletter sponsored story
  (sent to 5K opt in subscribers)
› Enhanced marketplace listing in applicable category (active all year)
› Partners preferentially approached to contribute on in-house articles as industry experts
› Further ad placements across all publications to receive 20% discount for the duration of the year.

Annual partner rate per edition:
£1,600+VAT per edition. RRP £4,000 per edition
Per annum: £19,200+VAT
Annual Campaigns

DIGITAL CAMPAIGN ONLY

› x12 blogs / online news stories
   (one per month – 10K unique visits p/m).
› Blog used as sponsored story in each months
   UB’s newsletter (5K opt ins)
› Sponsor button in each months UB’s newsletter
› Social media support each month for your
   blog (5K followers)
› Leader board on www.universitybusiness.co.uk
   homepage for the duration of the year.
› x6 solus mail shot to UB’s database of subscribers
   (every other month) sent to 5K opt in subscribers.
› 12 month enhanced marketplace
› Exclusive sponsor of relevant news category and the
   landing page of that news site (pop up banner and
   leader banner respectively – for category selection
   options see categories that drop down when
   ‘stories tab’ is hovered over on homepage).
› x2 targeted Facebook ads to the demographic,
   regions, professions of your choice.
› Partners preferentially approached to contribute
   on in-house articles as industry experts
› Further ad placements across all platforms to
   receive 20% discount for the duration of the year.

Annual partner rate per month:
£750 RRP £1,329 per month
Per annum: £9,000

Save 30% from rate card
PRINT ADVERTISING RATE CARD

PRINT RATE CARD 19
CREATIVE OPTIONS: 20
Gatefolds, Belly Bands & Wraps
MAGAZINE SPONSORSHIP 21
# Print Rate Card

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 ISSUE</th>
<th>3 ISSUES</th>
<th>6 ISSUES</th>
<th>12 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DISPLAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter page</td>
<td>£540</td>
<td>£486</td>
<td>£432</td>
<td>£378</td>
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<tr>
<td>Third page</td>
<td>£720</td>
<td>£648</td>
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<td>Half page</td>
<td>£1,080</td>
<td>£972</td>
<td>£864</td>
<td>£756</td>
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<tr>
<td>Full page</td>
<td>£1,500</td>
<td>£1,350</td>
<td>£1,200</td>
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<td>Double page spread</td>
<td>£2,400</td>
<td>£2,160</td>
<td>£1,920</td>
<td>£1,680</td>
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<td><strong>SPECIAL POSITIONS</strong></td>
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<tr>
<td>1st double page spread</td>
<td>£3,168</td>
<td>£2,376</td>
<td>£2,112</td>
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<td>Inside front cover</td>
<td>£2,040</td>
<td>£1,836</td>
<td>£1,632</td>
<td>£1,428</td>
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<tr>
<td>Inside back cover</td>
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<td>£1,620</td>
<td>£1,400</td>
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<tr>
<td>Outside back cover</td>
<td>£2,040</td>
<td>£1,836</td>
<td>£1,632</td>
<td>£1,428</td>
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<td>1st right-hand page</td>
<td>£1,620</td>
<td>£1,458</td>
<td>£1,296</td>
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<td>False front cover</td>
<td>£3,000</td>
<td>£2,700</td>
<td>£2,400</td>
<td>£2,100</td>
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<tr>
<td><strong>FEATURE SPONSORSHIP</strong></td>
<td></td>
<td></td>
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<tr>
<td>Sponsor sandwich (2 x full page adverts either side of article, column, logo throughout article)</td>
<td>£1,920</td>
<td></td>
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<tr>
<td>Centre Pillar (1 x full page advert in central position of a double page spread)</td>
<td>£1,440</td>
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<tr>
<td>Feature Bookends (2 x half page vertical adverts on outside edges of a double page spread)</td>
<td>£1,440</td>
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</tr>
<tr>
<td>Tower Bookends (2 x quarter page vertical adverts on outside edges of a double page spread)</td>
<td>£1,200</td>
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<td>Fireplace (1 x half page horizontal advert in bottom centre of double page spread)</td>
<td>£1,200</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Creative Options

THROW OUTS

Throw out

THROW OUT INSIDE FRONT OR INSIDE BACK COVER 3 PAGES
The inside front cover has the ability to throw out from the magazine into an eye catching double page spread where you get three pages of coverage to use for adverts, advertorials or a combination of the two. It’s very high impact and a great way to make a splash!

Cost: £2750 + VAT

THE WRAP 8 PAGE THROW OUT
The front cover is designed to fit with the style and feel of the magazine, the outside back cover to be striking and image-lead. The inside front and inside back cover have the ability to fold out from the magazine into an eye catching double page spread giving you six pages of coverage to use for adverts, advertorials or a combination of the two. It’s very high impact and a great way to make a splash!

Cost: £4995 + VAT

BELLY BAND

Belly band Attached to centre spread

A belly band is a furnished paper outsert with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The belly band is attached to the centrespread which you also get as part of the package. We recommend you run a large brand ad or DPS of advertorial to maximise the page views the belly band delivers to this specific section of the magazine.

Cost: £3,500 + VAT
Magazine Sponsorship

PLATINUM

› 8 page magazine wrap plus outside cover (False cover (front and back) with inside front and inside back cover 3 page throw outs/gatefolds).
› Logo on front cover of magazine
› Logo on all independent pages
› All print activity duplicated in digital mag
› Homepage takeover for a month
› Site upload of native editorial/advertorial.
› x2 Solus mail shots
› Newsletter inclusion of native editorial/advertorial
› Newsletter sponsor button
› Social media support

Cost: £8999 + VAT

GOLD

› Standard magazine wrap (False front and outside back cover ad)
› Logo on front cover of magazine
› Logo on all independent pages
› Centre spread DPS of native editorial/advertorial
› All print activity duplicated in digital mag
› Homepage takeover for a month (branding on all banners on the same rotation)
› Site upload of native editorial/advertorial
› Solus mail shot
› Newsletter inclusion of native editorial/advertorial
› Newsletter sponsor button
› Social media support

Cost: £6999 + VAT
Magazine Sponsorship

**SILVER**

- Premium brand sandwich: inside front cover 3 page throw out/gatefold and outside back cover
- Logo on front cover of magazine
- Logo on all independent pages
- All print activity duplicated in digital mag
- Homepage reskin for a month
- Site upload of native editorial/advertorial.
- Solus mail shot
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £5999 + VAT

**BRONZE**

- Branded belly band around every copy of the magazine.
  Belly band fixed to your content submission.
- Full page of native editorial/advertorial located next to relevant feature
- All print activity duplicated in digital mag (excluding belly band)
- Newsletter inclusion of native editorial/advertorial
- Site upload of native editorial/advertorial
- Solus promoting native editorial/advertorial feature and linking through to article
- Homepage masthead for a month
- Newsletter sponsor button
- Social media support

**Cost:** £3999 + VAT
PRINT ADVERTISING & EDITORIAL SPECS

PRINT AD SPECIFICATIONS 24
FEATURE SPONSORSHIP SPECIFICATIONS 25
ADVERTORIAL SPECIFICATIONS 26
Magazine Artwork Specifications

**Double page**: 420mm(w) x 297mm(h) Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Full page**: 210mm(w) x 297mm(h) Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Half page horizontal**: 180mm(w) x 128mm(h)

**Half page vertical**: 88mm(w) x 262mm(h)

**Quarter page**: 88mm(w) x 128mm(h)

**FILE FORMATS SUPPORTED:**

Adobe InDesign CC or below (please include all images and fonts)

Adobe Illustrator CC or below (please include all images and fonts)

Adobe Photoshop CC or below (please flatten all layers)

**Standard File Formats:**

A PDF file is preferred but we do accept the following file formats; TIFF, JPEG and EPS.

All files and images must be converted to CMYK otherwise colours may change when printed.

**Resolution**: 300 DPI resolution at actual size.

Supplying artwork can be either emailed or sent via a file transfer site such as WeTransfer. You can also put it onto our Dropbox account, please contact us for the details.
Feature Sponsorship Specifications

**Sponsor sandwich:** 420mm(w) x 297mm(h). Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Center pillar:** 420mm(w) x 297mm(h). Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Feature bookends:** 88mm(w) x 262mm(h)

**Tower bookends:** 43.75mm(w) x 262mm(h)

**Fireplace:** 205mm(w) x 128mm(h)

**FILE FORMATS SUPPORTED:**

Adobe InDesign CC or below (please include all images and fonts)

Adobe Illustrator CC or below (please include all images and fonts)

Adobe Photoshop CC or below (please flatten all layers)

**Standard File Formats:**

A PDF file is preferred but we do accept the following file formats; TIFF, JPEG and EPS.

All files and images must be converted to CMYK otherwise colours may change when printed.

**Resolution:** 300 DPI resolution at actual size.

Supplying artwork can be either emailed or sent via a file transfer site such as WeTransfer. You can also put it onto our Dropbox account, please contact us for the details.

* For fireplace and center pillar adverts, please allow for center fold break when designing artwork.
Advertorial Specifications

Avoid hyperlinks, underline, italics, bold font – copy should be as clean as possible.

Copy submitted should be the final version approved by all parties involved.

Copy should be submitted as a word attachment, rather than in the main body of the email.

Any additional notes to the editor should be made clear in this word document, rather than in the body of the email.

Please start the article with an introductory sentence of 20-30 words, introducing who has written the piece and giving an overview of what the piece is about: e.g. Paul Jagger, partner at Farrell and Clark, offers advice on the changing dynamics of student accommodation.

Please include all contact information you would like to be included in the article.

IMAGES

Hi res jpgs are the favoured option (minimum 500kb).

Images from websites, or embedded into word documents, are generally no good.

Please put clear captions on images.

If there are a number of large pictures, please send via WeTransfer or Dropbox.

FEATURE HINTS

Aside from good pics, there are plenty of ways to enliven a feature, making it more readable/digestible. Some suggestions:

Box outs. Take one element of the feature, and run it as separate piece, ideally with its own image.

Timelines. Works well if there’s a linear story to tell (eg a construction case study)
Easy to read and looks great, especially over a double page spread or longer.

Lists/bullet points/charts/graphs.

PROOFS

Wildfire Comms operates a two-proof policy. A PDF proof of the set article will be provided. A further proof will then be provided to clarify and approve any amendments.
DIGITAL ADVERTISING, RATE CARDS & SPECS

USE OUR WEBSITE 28
USE OUR DATABASE
   NEWSLETTER SPONSORSHIP 29
   E-SHOTS 30
CONTENT MARKETING SERVICES 32
LEAD GENERATION, ROUNDTABLES & WEBINARS 33
Use our Website

DIGITAL RATE CARD & SPECS FOR BANNERS, MARKETPLACE PROFILES ETC

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE (PCM)</th>
<th>DIMENSIONS (W X H)</th>
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<tbody>
<tr>
<td>Enhanced profile in marketplace</td>
<td>£83</td>
<td>Contact the team</td>
</tr>
<tr>
<td>MPU</td>
<td>£200</td>
<td>260 x 217</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£400</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>£500</td>
<td>980 x 90, 980 x 100</td>
</tr>
<tr>
<td>Half page portrait</td>
<td>£500</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Skyscrapers (l/r)</td>
<td>£700</td>
<td>90 x 480</td>
</tr>
<tr>
<td>Reskin (Skyscrapers &amp; Super leaderboard)</td>
<td>£1000</td>
<td>See individual dimensions</td>
</tr>
</tbody>
</table>

**Super Leaderboard**

**Leaderboard**

**MPU**

**Half Page**
Use our Database

DIGITAL RATE CARD & SPECS FOR E-SHOTS, & NEWSLETTERS ETC

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
<th>DIMENSIONS (W X H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletter sponsor button</td>
<td>£75</td>
<td>265 x 90</td>
</tr>
<tr>
<td>E-newsletter text-panel entry</td>
<td>£170</td>
<td>Contact the team</td>
</tr>
<tr>
<td>E-newsletter leader banner</td>
<td>£400</td>
<td>540 x 60</td>
</tr>
<tr>
<td>Bespoke email shots</td>
<td>£800</td>
<td>See e-shot guidelines</td>
</tr>
</tbody>
</table>

PREMIUM NEWSLETTER SPONSORSHIP

› Leader Banner on 3 consecutive monthly newsletters (per quarter)
› Sponsor Button on 3 consecutive monthly newsletters (per quarter)
› A text panel / news story in 3 consecutive monthly newsletters (per quarter)
› News story uploaded to our site each month over the quarter
› Social media support of news story each month for the quarter

Total: £1,199 + VAT (discounted from rate card)

STANDARD NEWSLETTER SPONSORSHIP

› Sponsor Button on 3 consecutive monthly newsletters (per quarter)
› A text panel / news story in 3 consecutive monthly newsletters (per quarter)
› News story uploaded to our site each month over the quarter
› Social media support of news story each month for the quarter

Total: £699 + VAT (discounted from rate card)
E-shot

E-SHOT GUIDELINES

WHAT ARE YOU AIMING TO ACHIEVE?
Do you want to...
› drive traffic to your website?
› build brand awareness?
› increase sales?
› grow your database?
It’s vital to define clear objectives and expectations from the outset.

GRAB YOUR AUDIENCE
› Use an engaging and informative subject headline, to encourage readers to click through.
› Avoid clichés or jargon which could turn readers off.

CALL TO ACTION
› This is your key message and should be clear and punchy. Keep it simple, yet enticing.
› Consider the positioning of your call to action, as well as the font type, size, and tools for the reader to click through and find out more.

CONTENT
› Be clear and concise; too much content can put off readers and your e-shot will lose impact.
› Images; make them a key part of your design.
› Be creative; include any rich media to drive traffic to your site.
› Encourage contact; include as many ways as possible to get in touch (web, social media feeds, email, phone).
› Incentivise; consider including discounts, promotions and prizes with a short expiry date.

TECHNICAL GUIDELINES
› If you’ve never designed an email before visit: http://bit.ly/1DPsosA
› If you have experience designing emails, please ensure it’s maximum 600px width and images are in RGB with at least 72dpi (GIFs are suitable). Remember to put important information in the first frame of animated images (some email clients only display the first frame).
› For more information on building email templates in HTML go to http://bit.ly/1NTufiN
E-shot submission checklist

WHEN TO SUBMIT:
Please submit your HTML ready solus one week before the agreed send date.

FORMAT FOR SUBMISSION:
HTML ready in a zipped file with all design complete. No VML maps.
No data URLs in the images.

WHAT DO WE MEAN BY ‘ALL DESIGN COMPLETE’
All images embedded in to the mail shot, all links checked, no text amends necessary. I.E. for all intents and purposes we can drop what you’ve supplied into our mailing system straight away and send on without any issues.

SUBJECT LINE:
It’s imperative that you supply a subject line that also acts as a strong call to open the message. Please submit this at the same point you provide the solus itself.

EASY ALTERNATIVE:
We create free MailChimp accounts for our clients, so they can create standardised emails that we can turn around quicker. MailChimp has a campaign builder (no code needed) with a Word-like interface, so it’s really user-friendly. The advantage is that it constructs the email code to a very high standard – and we won’t experience any errors when we gather the preview email campaigns from you.
Content Marketing Services

REGULAR
Content uploaded to website indefinitely and initially featured on homepage:
› Content to receive social media push via twitter
› Content to be used as a featured story in newsletter
› Read stats for hosted article provided

Cost: Single Activity: £320 + VAT per upload
Annual Content Partnership: £118p/m (12 uploads over 12 months) totalling £1,420 +VAT

Specifications: 300 - 600 words & a high res image

PREMIUM
› Tailored social media campaign targeting a specific audience as dictated by you
  (job titles, location, age, education sector etc)
› Pre-campaign guarantee of the minimum number of clicks we will attract to your content from a chosen audience.
› Full analytic breakdown of campaign upon conclusion
› Content uploaded to website and initially featured on homepage
› Content to be used as a featured story in newsletter.
› Read stats for hosted article also provided

Cost: Single Premium Activity: £550 + VAT for 500 guaranteed clicks. Plus an additional £250 for every additional 500 clicks we guarantee (we will inform you of maximum click amount that we’ll guarantee according to the content brief you supply).

Annual Premium Content Partnership: £350/m (12 uploads over 12 months) totalling £4,200 +VAT. Plus an additional £250 for every additional 500 clicks we guarantee (we will inform you of maximum click amount that we’ll guarantee according to the content brief you supply).

Specifications: 300 - 600 words & a high res images
  x1 hi-res image at 1200 x 1200px for social media images
Lead generation, Roundtable & Webinars

LEAD GENERATION
Our education lead generation solution is built bespoke and is dependent on the requirements of our vendors partners. We have the scope to utilise all digital solutions across our portfolio titles and social media.

The campaign can be launched on one or many of our leading educational sites, included in the relevant newsletters and delivered to the newsfeeds or educational professionals through highly targeted and sophisticated audience analysis on social media. All leads are prequalified and filtered through an online form which is designed to confirm the key criteria and job function.

We require that our vendor partners supply the following:
› A call to action (previously we have successfully run competitions to encourage engagement)
› Lead qualification (job titles, brand location, industry segment)
› Duration of campaign.
› Total campaign budget

The cost of running a campaign is as follows:
**One off administration and set up fee** £350 + VAT
**Cost per lead generated** £85 + VAT

DIGITAL ROUNDTABLE EVENTS
An invite only, webinar style, recorded roundtable event between our client and up to 6 subscribers that match the job title preferences you supply.
› We source participants according to your brief and arrange a date and time for the roundtable.
› Wildfire and their client decide on roundtable topic
› All participants including the supplier get a question each that’s opened up to the group for discussion. Wildfire to chair.
› Contact details of all participants shared with our client
› Recording provided to client for reference and their use
› Suitable for market research, networking and new business generation

**Cost:** £750 + VAT per sourced participant
WEBINAR

Wildfire will host, produce, record and edit your own bespoke webinar at their offices. This will include full digital promotion to job titles that you identify and additional support through our various outlets including:

› E-shots the opt in digital subscribers of all relevant databases
› Social media support
› Option to include external links
› Full reporting
› Editorial direction and input on content creation
› Marketing creative and design
› Data capture
› 6 months hosting on our relevant sites
› Full page post event review in print magazines
› Event listing across our relevant portfolio of publication titles
› Web banners across our relevant portfolio of publication titles

**Cost:** £5,500 + VAT per webinar
VIDEO CREATION, PRODUCTION & EDITING

CORPORATE AND PROMOTIONAL VIDEOS  36
SOCIAL MEDIA VIDEO CREATION & MARKETING  38
### Corporate Video Production

#### PRODUCT REVIEW
**Cost:** £1,250 + VAT

- Filmed at our office location
- We will source reviewers i.e: students or customer/client
- Will feature the Wildfire publication branding along with commercial partner branding
- All products should be delivered to the office location
- Video duration will be up to 3 mins
- Promoted via the edquarter platforms and supported with social media

#### PRODUCT DEMO
**Cost:** £1,750 + VAT

- Filmed at our offices or commercial partners location
- Commercial partner required to arrange location if not at our offices
- Will feature Wildfire publication branding along with commercial partner branding
- Viewers will see product in action
- Video duration will be up to 5 mins
- Promoted via the edquarter platforms and supported with social media

#### EVENT EXHIBITION PROMO
**Cost:** £999 + VAT

- Filmed at the event
- Will feature commercial partners branding and products
- Script and time will be agreed beforehand
- Video duration will be up to 2 mins
- Promoted via the edquarter platforms and supported with social media

#### TALKING HEADS VIDEO
**Cost:** £999 + VAT + site visit travel costs

- Filmed at our offices or commercial partners location (travel cost to be factored in for site visits)
- Script, time and general style to be agreed beforehand
- Video duration will be up to 2 mins
- Promoted via the edquarter platforms and supported with social media
## Corporate Video Production

<table>
<thead>
<tr>
<th><strong>INITIAL BRIEFING</strong></th>
<th>Chat over phone or email to define the needs of the project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROPOSAL</strong></td>
<td>We will put together a full proposal for the project. Including outlines, needs and accurate costings. This can be supplied by post or email</td>
</tr>
<tr>
<td><strong>APPROVAL</strong></td>
<td>Once you're 100% happy with our proposal we'll book you in and work your project into our internal timetable.</td>
</tr>
<tr>
<td><strong>PRE-PRODUCTION</strong></td>
<td>We’ll agree a full schedule, finalise the script, scope out locations and generally discuss the style and how your final project will look.</td>
</tr>
<tr>
<td><strong>PRODUCTION</strong></td>
<td>Our onsite film crew and editor will be with you and your team and working with you on your project</td>
</tr>
<tr>
<td><strong>POST PRODUCTION</strong></td>
<td>Our in house team will take all footage from production and begin to produce the project to its final standard. At this point you will see a final preview of the film.</td>
</tr>
<tr>
<td><strong>SIGN OFF</strong></td>
<td>Final tweaks and amends, it’s then formatted and ready to use. The product will then be supplied to you.</td>
</tr>
<tr>
<td><strong>REVIEW</strong></td>
<td>We take the time to take a step back and evaluate your project from start to finish. Was it successful? Where could improvements be made? Did it answer the original brief?</td>
</tr>
</tbody>
</table>

For our examples of our work please click the following links:

- [http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett](http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett)
- [https://www.youtube.com/watch?v=ai5Wpqfc5js](https://www.youtube.com/watch?v=ai5Wpqfc5js)
- [https://youtu.be/Rlbks9f7cSQ](https://youtu.be/Rlbks9f7cSQ)
Social Media Video Creation & Marketing Support

SPECIALISTS IN TELLING YOUR STORY AND GETTING IT HEARD ON SOCIAL MEDIA

Our award winning videos connect you directly with your audience. Content is king in video marketing - we are experts in optimising and marketing video content with audiences at the forefront of our minds.

STATS AND VIDEO EFFECTIVENESS

Video is now the best way to advertise and market to your audience.

› 4x as many consumers would prefer to watch a video about a product than to read about it.

› Cisco projects that global internet traffic from videos will make up 80% of all internet traffic by 2019

UB SOCIAL MEDIA STATS

Twitter Followers: 4,500
Tweet Impressions: 107k p/m
Videos on UB Site: 20k unique visits

Our last two social media videos reached 1.3 million people.
Social Media Video Creation & Marketing Support

SOCIAL MEDIA PLATFORMS

These are some of the most popular sites that we work on. These numbers are still growing - The era of social media is just beginning...

- Facebook: 32 million users in the UK (1.65 billion worldwide)
- Twitter: 314 million worldwide
- LinkedIn: 19 million UK (467 million worldwide)
- Instagram: 20 million UK (1.3 billion worldwide)

We design and optimise video content that speaks to and engages your audience. Using organic, paid, and seeding we enable reach and views. Our arresting video content with copy and photography places your brand in the conversation and at the forefront of audience’s minds.

REACH AND ENGAGEMENT

Our videos have reached millions of people online. Working with diverse brands and needs such as Inked Media, iTunes and Save the Children we concentrate on great videos and their impact.

When marketing your product or service remember:

- Video viewers and customers are 64% more likely to buy than non-viewers
- 70% of B2B buyers and researchers watch videos throughout their path to purchase
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