



UCAS

**2025**  
**CLEARING**  
**SOLUTIONS**



# WHY UCAS?

1

## **VERIFIED, ACTIVE AUDIENCE:**

Gain access to a pool of verified students who are actively seeking opportunities through Clearing.

2

## **PRECISION TARGETING:**

Advanced targeting to reach the most relevant audiences, refine your strategy, and maximise conversion rates.

3

## **TRUSTED, MULTICHANNEL VISIBILITY:**

Leverage our trusted brand to ensure your message is visible across the digital platforms students use most, meeting them where they already are.





# UPDATES **FOR 2025**

We're introducing exciting updates to help you achieve even greater reach and impact:

- **Subject packages:** we've simplified our subject package options to offer **Premium** and **Standard** packages. Subjects are now categorised into **Tier 1** and **Tier 2** based on demand.
- **Enhanced Silver packages:** this year we're including **sponsored content links** for greater visibility across the Clearing period.
- **Additional emails for your packages:** Extend your reach with extra email sends during key moments.
  - **Post-results weekend email:** access up to 9,200 records during the busiest period.
  - **Post-results week 2 email:** access up to 3,300 records to keep the momentum going.







# WHAT'S NOT **CHANGING**

- **Cost Consistency:** 2025 Clearing package prices stay aligned with 2024, offering consistent value, with an adjustment for the enhanced Silver package.
- **Flexible options:** Our popular flex options remain unchanged, offering you the adaptability and control you've come to rely on.
- **Allocation process:** The process will continue to operate on a first-come, first-served basis, for fair and efficient access for all.
- **Package structure:** Building on last year's success, the structure remains largely the same, with subject packages streamlined to reflect demand and performance trends.



# 2024 MULTICHANNEL CASE STUDY

One provider with a 2024 Silver Clearing package including email, display, and paid media **achieved double the benchmark performance:**

73,675

Unique applicants  
contacted

263

Applied  
via Clearing

211

Accepts  
through Clearing



# HEAR IT **FIRST HAND**

We use UCAS to run our campaigns because the team helps us choose the right marketing options to fit our campaign goals. We reach the right audience through UCAS so it takes the guesswork out of targeting and can track performance easily through the reports.

Last year we used a combination of email, display, and paid media in our Clearing campaign. Every year, our paid campaigns improve, as we strive to understand the audience, channels and ad formats better.

UCAS helps connect me to a good number of quality students, crucial for my student recruitment efforts.





# COMPLETE CLEARING PACKAGES





# COMPLETE CLEARING PACKAGES: PLATINUM OPTION

+ STRATEGIC MEDIA SUPPORT

2025		
Channel	Product	Total package Value
EMAIL	A-level results day email	<b>£98K</b>
	Post-results weekend email	
	Post-results week 2 email	
DISPLAY	Clearing homepage	
	In-application ads	
	Hub homepage	
	Clearing resource pages	
PAID MEDIA	Multichannel campaign Up to 3 channels: GDN, Meta, Snapchat, TikTok, YouTube	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/bespoke emails)</li> <li>Extra email records (non-ARD) – 6,575 records</li> <li>Extra paid media spend</li> <li>Sponsored content link</li> <li>Pre-recorded sponsored social video</li> </ul>	





# COMPLETE CLEARING PACKAGES: GOLD OPTION

2025		
Channel	Product	Total Package Value
EMAIL	Post-results Friday email	<b>£64K</b>
	Post-results week 1 email	
DISPLAY	UCAS.com homepage	
	Content page bundle	
PAID MEDIA	Multichannel campaign Up to 3 channels: GDN, Meta, Snapchat, TikTok, YouTube	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/bespoke emails)</li> <li>Extra email records (non-ARD) – 6,575 records</li> <li>Extra paid media spend</li> <li>Sponsored content link</li> </ul>	





# COMPLETE CLEARING PACKAGES: SILVER OPTION

2025		
Channel	Product	Total Package Value
EMAIL	Post-results weekend email	£40K
	Post-results week 2 email	
DISPLAY	Premium content pages	
	<b>NEW FOR 2025:</b> Sponsored content link	
	Hub and search bundle	
PAID MEDIA	Multichannel campaign Up to 2 channels: GDN, Meta, Snapchat, TikTok, YouTube	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/template emails)</li> <li>Extra email records (non-ARD) – 5,275 records</li> <li>Extra paid media spend</li> </ul>	





# COMPLETE CLEARING PACKAGES: BRONZE OPTION

2025		
Channel	Product	Total Package Value
DISPLAY	Sponsored content links	<b>£15K</b>
PAID MEDIA	Engagement campaign 1 channel: GDN, Meta, Snapchat, TikTok, YouTube	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>▪ Clearing Plus enhanced (w/template emails)</li> <li>▪ Extra paid media spend</li> </ul>	





# SPECIALIST AUDIENCE PACKAGES





# SPECIALIST AUDIENCE PACKAGES: AUDIENCE FOCUS

2025		
Channel	Product	Total Package Value
EMAIL	A-level results day email	<b>£66K</b>
	Post-results week 1 email	
DISPLAY	Hub homepage	
	In-application ads	
	Clearing research pages (MPU)	
	Clearing resource pages	
PAID MEDIA	Multichannel campaign Up to 2 channels: GDN, Meta, Snapchat, TikTok, YouTube	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/bespoke emails)</li> <li>Extra email records (non-ARD) – 6,575 records</li> <li>Extra paid media spend</li> <li>Sponsored content link</li> </ul>	





# SPECIALIST AUDIENCE PACKAGES: SQA RESULTS DAY OPTION

2025		
Channel	Product	Total Package Value
EMAIL	SQA results day email	<b>£13K</b>
PAID MEDIA	Engagement campaign 1 channel: Meta, Snapchat, YouTube – not GDN or TikTok	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/template emails)</li> <li>Extra paid media spend</li> </ul>	

If you're looking for SQA emails, reach out to your Customer Manager to find out how we can support you.



UCAS

# SUBJECT SPECIFIC PACKAGES





# SUBJECT SPECIFIC PACKAGES:

## 28 SUBJECT AREAS AVAILABLE

### TIER 1 (11)

- Law
- Accounting & Finance
- Psychology
- Computer science
- Medicine
- Business
- Engineering
- Biology
- Criminology
- Nursing
- Social studies

### TIER 2 (17)

- Agriculture
- Architecture
- Arts, Crafts and Design
- Chemistry
- Dance
- Drama
- English
- Teaching
- Veterinary Science
- History
- Languages
- Maths
- Media
- Music
- Physical Sciences
- Physics
- Sport and Exercise Science

Pricing within Premium and Standard subject packages are tiered by subject popularity – with tier 1 (high demand) and tier 2 (lower demand) subjects



# SUBJECT SPECIFIC PACKAGES: PREMIUM OPTION

2025		
Channel	Product	Total Package Value
DISPLAY	Search tool subject keywords	TIER 1 <b>£22K</b> TIER 2 <b>£16K</b>
	Clearing subject page text links	
	Subject guide promoted course	
PAID MEDIA	Subject engagement campaign 1 channel: GDN, Meta, Snapchat, TikTok, YouTube	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/template emails)</li> <li>Extra paid media spend</li> </ul>	

**ENHANCE YOUR PACKAGE WITH A SUBJECT-SPECIFIC EMAIL**  
Reach out to explore the email options that suit you



# SUBJECT SPECIFIC PACKAGES: STANDARD OPTION

2025		
Channel	Product	Total Package Value
DISPLAY	Search tool subject keywords	TIER 1 <b>£13K</b>
	Clearing subject page text links	
FLEX CHOICE (CHOOSE 1)	<ul style="list-style-type: none"> <li>Clearing Plus enhanced (w/template emails)</li> <li>Subject engagement boost</li> </ul> 1 channel: GDN, Meta, Snapchat, TikTok, YouTube – 4-week campaign	TIER 2 <b>£7K</b>





# PACKAGE ADD ONS





# ADDITIONAL INVENTORY:

Channel	Product	Quantity available	Price
EMAIL	Post results weekend email with up to 9,200 records	LIMITED	£7K
	Post results week 2 email with up to 3,300 records		£2.5K
	Additional email records (non-results days)	UNLIMITED	£0.76 per record
PAID MEDIA	Additional paid media spend		£2k minimum
CLEARING PLUS	Clearing Plus enhanced profile (bespoke emails)		£5K
	Clearing Plus enhanced profile (template emails)		£4K
	Clearing Plus enhanced profile upgrade (from template to bespoke emails)	£1K	
CONSULTANCY	Provider-level Clearing Insights report		£8K





# YOUR **KEY DATES**

## **DEADLINES:**

- Equal Consideration Deadline: Wednesday 29 January
- You can start closing your courses: Friday 31 January
- Extra opens: Wednesday 26 February

## **BOOKING DATES:**

- Booking opens: Tuesday 4 February 2025
- Booking closes: Friday 14 March 2025



# SECURE YOUR PACKAGE

WE'RE HERE TO HELP YOU CHOOSE THE RIGHT PACKAGE

Connect with your Customer Success Director or Customer Manager to:

- Discuss your goals and budget.
- Explore available packages and identify the best fit for your needs.
- Get answers to your questions and guidance on next steps.





# 2025 CLEARING **BOOKINGS**

**Allocation:** Packages for 2025 will be available on a first-come, first-served basis.

**Booking Opens:** Tuesday 4 February 2025. Stay tuned for updates to secure your spot.

**Need Help?** Contact your UCAS Customer Success Director, Customer Manager or email [EducationServices@ucas.ac.uk](mailto:EducationServices@ucas.ac.uk) for package advice or queries.

## HOW TO BOOK

Once you've decided on the best package(s) for your institution, follow the steps below:

1. **Submit your booking:** Opens Tuesday, 4 February 2025.
2. **Choose a package:** Using the online form to select your preferred option. We'll share the form by email ahead of booking to help you prepare.
3. **Send:** Submit your preferred package options

We'll confirm your booking within the first couple of weeks. As bookings will be on a first-come-first-served basis, **your request will be confirmation of your intention to purchase.** Please include a PO number where possible.

**Note:** If your chosen package is unavailable, we'll reach out to discuss alternative options.

Visit the 2025 Clearing page for more information.



# GET IN TOUCH

Reach out to your Customer Success Director, Customer Manager,  
or email us at [educationservices@ucas.ac.uk](mailto:educationservices@ucas.ac.uk) today.