A new design with exciting new opportunities for our advertisers.

University World News

More than 10 years at the forefront of reporting on higher education internationally ...

Reaching more than a million readers ...

Creating over two million page impressions ...

56,000 members receive our weekly global newsletter ...

Over 35,000 social media followers and growing.

Join our partnership programme for universities and help to support independent journalism on higher education

University World News MEDIA INFORMATION 2019
UWN is a global online news publication that provides unrivalled high-quality news and commentary by world-class writers on higher education, on a daily and weekly basis.

The publication covers the whole range of issues important to higher education internationally, including global university rankings and analyses; internationalisation and international student and staff mobility; higher education reform, access, inclusion, employability and funding; quality assurance and accreditation; digital provision; publishing; and academic freedom — plus so much more.

The global UWN newsletter is produced every week and emailed to over 56,000 readers. The fortnightly Africa edition is enjoyed by nearly 30,000 people via email.

Compared to other publications, UWN has strong coverage of and readership in the developing and emerging world, especially in Africa and Asia, China and India, but is also strong in the US, the UK, Australia, Canada, and Europe.

Advertising in UNIVERSITY WORLD NEWS online and in the weekly emailed global edition and fortnightly Africa edition, offers a unique opportunity to reach vice-chancellors, professors, lecturers, researchers, postgraduates, policy makers, and administrators in universities and colleges — in other words, thousands of buyers and specifiers of higher education products and services worldwide.

www.universityworldnews.com

UWN Global Sales:
Sarah Blake
+44 (0)1525 370013
info@impact-now.co.uk
sarah@impact-now.co.uk

Join our partnership programme for universities and help to support independent journalism on higher education.
Don’t just take our word for it.

“In a league of its own’, ‘highly trusted and respected’, ‘of unique value to educators, administrators and policy-makers’, ‘enriching’ … distinguished readers tell us what they think about University World News’ distinctive contribution to global higher education. For more, visit www.universityworldnews.com/article.php?story=20171014054629770

“In a time of post-truth and fake news, the UWN is a sound, updated and reliable source of high-quality information and news from universities all over the world. We learn from you, you inform our debates and discussions, you bring interesting ideas and intelligent analyses. No one doubts your independence.”

– Bjørn Einar Aas, senior adviser, University of Bergen, Norway, and former president, European Association for International Education

“As an international higher education publication with a genuinely global perspective, UWN has systemically contributed to increasing access and encouraging dialogue on various global, regional and national higher education issues. It also provides a major platform for debate and dialogue on various higher education issues.”

– Roger Chao Jr, senior consultant of the UNESCO International Centre for Higher Education Innovation, China

“University World News is a highly trusted and respected news source on global higher education issues. UWN’s higher education news outlets, UWN’s contributing writers represent many countries from around the world adding to its global perspective.”

– Patrick Blessinger, adjunct associate professor of education at St John’s University, New York City, United States, and chief research scientist for the International Higher Education Teaching and Learning Association

“UWN combines serious, independent and trustable journalism from many countries, with original contributions from top level global higher education experts. Such combination of talents and perspectives is a unique and highly valuable contribution to the global higher education community.”

– Francisco Marmolejo, lead, Global Solutions Group on Tertiary Education

“There has never been any platform that put together global news on higher education in the scope, quality and with inestimable regularity as University World News. The establishment of the Africa edition has given quite significant visibility to African higher education.”

– James Otieno Jowi, founding executive director and secretary general of African Network for Internationalization of Education

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DESKTOP – DISPLAY ADVERTISING

There are three options available for display advertising on the UWN website. Sizes and positioning are shown below. Please note that the TOP BANNER is a solo position, whereas there are multiple spaces available for other two types of display space. Display advertising has always been a popular choice for the website (viewed on desktops).

- **TOP BANNER**
  
  970 x 90 pixels
  
  £xxxx + VAT per month

- **STANDARD DISPLAY**
  
  250 x 250 pixels
  
  £2990 + VAT per month

- **LARGE DISPLAY**
  
  250 x 400 pixels
  
  £2250 + VAT per month
Our new design puts advertising at the heart of the action – right between the stories. There are four sizes available. You can personalise and enhance your display or text only advertisement by requesting a coloured background of your choice. We will hyperlink the space direct to your web page.

To discuss all the options available, please contact Sarah Blake:
sarah@impact-now.co.uk
+44 (0) 1525 370013

STANDARD (468 x 90 px) - 95 characters over 3 lines

OTHER SIZES AVAILABLE

SMALL
(468 x 60) – max 70 characters over 2 lines

MEDIUM
(600 x 120 – max 120 characters over 4 lines)

LARGE
(600 x 150) – max 150 characters over 5 lines

£2250 + VAT per month
£1990 + VAT per month
£2520 + VAT per month
£2850 + VAT per month
**DESKTOP – GENERAL IN BODY ADVERTISING**

With widths of 468 pixels, the two body advertisement space sizes available (60 pixels deep, suitable for up to 70 characters and 90 pixels deep, suitable for up to 95 characters) will make your message really stand out. The website is accessed thousands of times a day on desktops situated all around the world.

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**MEDIUM**

(468 x 90) – max 180 characters over 3 lines

£xxxx + VAT per month

**SMALL**

(468 x 60) – max 120 characters over 2 lines

£1850 + VAT per month

£1650 + VAT per month
MOBILE – IN BODY ADVERTISING

Our new mobile-specific design puts your advertising messages right in the heart of the action, where it will stand out and be read by anyone accessing the UWN website via a mobile device. There are two space sizes available. The space will look bigger if viewed horizontally. You can personalise and enhance your text-only advertisement by choosing a coloured background. We will hyperlink your space direct to your own web page.

STANDARD (360 x 60) max 90 characters over 2 lines

LARGE (360 x 90) max 135 characters over 3 lines

PLEASE NOTE: When creating artwork for the mobile version of the website, we recommend supplying at double the size to enhance sharpness when viewed on retina screens. So for STANDARD please supply 720 px width x 120 px deep; for LARGE please supply 720 px wide x 240 px deep.

YOUR MESSAGE

To discuss all the options available, please contact Sarah Blake:
sarah@impact-now.co.uk
+44 (0) 1525 370013

£1650 + VAT per month

£1850 + VAT per month

www.universityworldnews.com
NEWSLETTERS – IN BODY ADVERTISING
The global newsletter is mailed to around 56,000 subscribers every week and the Africa edition is mailed to 30,000 readers every fortnight. Subscribers have all opted in, meaning that they are keen to receive the latest UWN news and features in this way. Advertisement placement is right in among the editorial, maximising visibility. The same design is visible on desktops and mobile devices, although the size will change depending upon the device used.

PLEASE NOTE
In the example (right), images have been switched off (this is how the majority of readers will see the newsletters unless they have opted to switch images on).

STANDARD – max 150 characters over 2 lines

£1990 + VAT per month
University World News
Booking Form 2019

DETAILS of person/organisation to be invoiced

Name ___________________________________________ Position ____________________________
Organisation ______________________________________ Address ______________________________________
________________________________________________________________________________________
Tel/Mob __________________________________________ Email ______________________________________
PO Number (if applicable) __________________________________________________________

Type of advertiser: CORPORATE/COMMERCIAL ☐ NON-PROFIT, JOURNALS & BOOKS (25% DISCOUNT) ☐

DESKTOP – DISPLAY ADVERTISING

Size of Banner   No. of months   GLOBAL   AFRICA   Website editions   total ex VAT (£)
Top Banner (970x90px) _____   _____   _____   _____   ____________________________
Standard Display (250x250px) _____   _____   _____   _____   ____________________________
Large Display (250x400px) _____   _____   _____   _____   ____________________________
Please contact us to discuss other depth options (must be 250px wide)

Total ex VAT: ____________________________ Total inc VAT: ____________________________

DESKTOP – HOME PAGE IN BODY ADVERTISING (DISPLAY & TEXT ONLY)

Size of Banner   No. of months   GLOBAL   AFRICA   Website editions   total ex VAT (£)
Small (468x60px) _____   _____   _____   _____   ____________________________
Standard (468x90px) _____   _____   _____   _____   ____________________________
Medium (600x120px) _____   _____   _____   _____   ____________________________
Large (600x150px) _____   _____   _____   _____   ____________________________

DESKTOP – GENERAL IN BODY ADVERTISING (DISPLAY & TEXT ONLY)

Size of Banner   No. of months   GLOBAL   AFRICA   Website editions   total ex VAT (£)
Standard (468x60px) _____   _____   _____   _____   ____________________________
Large (468x90px) _____   _____   _____   _____   ____________________________

MOBILE VIEW – IN BODY ADVERTISING (DISPLAY & TEXT ONLY)

Size of Banner   No. of months   GLOBAL   AFRICA   Website editions   total ex VAT (£)
Mobile Standard (360x60px) _____   _____   _____   _____   ____________________________
Mobile Large  (360x90px) _____   _____   _____   _____   ____________________________

NEWSLETTERS – IN BODY ADVERTISING (TEXT ONLY)

Size of Banner   No. of months   GLOBAL   AFRICA   Website editions   total ex VAT (£)
Newsletter Standard _____   _____   _____   _____   ____________________________

Please contact us to discuss other depth options

PLEASE NOTE
For help completing this form, or to discuss all the options available, please contact Sarah Blake:
sarah@impact-now.co.uk
+44 (0) 1525 370013

Payment for all bookings must be paid in advance

Payment by: CREDIT CARD ☐ BANK TRANSFER ☐

Currency: £ STERLING ☐ or EUROS ☐
(NB: euro exchange at prevailing rate plus 5% transfer fee – we will confirm actual cost before any transaction is made)

I confirm I have read and agree to the
Terms & Conditions ☐

Signature: ____________________________________________

www.universityworldnews.com
Definitions: ‘Agency’ is Impact! of Media House, 40 Hillside, Cheddington LU7 0SP. ‘Client’ is the advertiser. ‘Artwork’ is the electronic documents used for the printing of an advertisement, together with any material that has been used in its creation (eg, logos, photographs, text, typesetting, illustrations etc.)

1. Payment: Unless otherwise specified, the price agreed on the booking form will be for placement or placements of artwork into space within the website and/or electronic newsletter and its availability online for an agreed period of time. A separate invoice will be raised for any artwork preparation. Terms of payment are at the time of booking by credit card (Mastercard, Visa or Maestro) or by bank transfer (via BACS, SWIFT or IBAN). Payment is acceptable in £ Sterling or in Euros. In the case of conversions to £ Sterling or Euros, bank transaction charges must be borne by the client. Euro to Sterling transaction charges will incur a fee of 5%.

2. VAT: The Agency reserves the right to charge the amount of any value added tax payable whether or not included in the estimate, booking form or invoice.

3. Materials supplied by client: The Agency may reject any artwork supplied or specified by the Client which appears to the Agency to be unsuitable. The Agency will take every care to secure the best results, but will not accept responsibility for imperfect work caused by defects in or unsuitability of materials so supplied or specified, or any claims arising from the use of the artwork. A charge may be made to cover remedial work when material is not deemed to be of sufficient quality.

4. Copy: A charge may be made to cover any additional work involved where copy instructions supplied are not clear and legible.

5. Cancellations: Cancellations of bookings will be accepted in writing from the Client. All cancellations after the agreed date of placement will be subject to a 50 per cent cancellation fee, plus the pro rata cost of any days that the advertisement has been published electronically.

6. ASA standards: In supplying artwork to the Agency, the client takes responsibility for ensuring that all images and text comply fully within the recommended Advertising Standards Authority guidelines. If Agency creates the advertisement, Client accepts final responsibility for the artwork falling within ASA recommended guidelines by approving the artwork for publication.

7. Illegal matter: The Agency will reject any material which it considers may be of an illegal or libelous nature or an infringement of the proprietary or other rights of any third party. The Agency shall be indemnified by the Client in respect of any claims, costs or expenses arising out of any libelous matter or any infringement of copyright, patent, design or of any other proprietary or personal rights contained in any material printed for the Client. The indemnity shall include (without limitation) any amounts paid on a lawyer’s advice in settlement of any claim that any matter is libelous or such an infringement.

8. Proofs: Client must send a high quality proof of the final artwork when submitting the artwork. Agency will send a proof of artwork to the client in every instance where such artwork is ‘new’ (ie, created by the Agency to be published for the first time in an agency publication) or when it has been modified. Repeat advertisements not requiring any changes will not be proofed unless specially requested. A deadline will be given for client approval of proofs; if Client does not respond within the specified deadline this will be taken by Agency to mean approval has been given for its publication.

9. Colour proofs: Due to differences in equipment, computers, monitors, operating software and other materials between colour proofing and publishing on line, a reasonable variation in colour of the electronically published artwork will be deemed acceptable.

10. Copyright and ownership: All artwork prepared by the Agency, including files produced from material supplied by the Client, remains the property of the Agency until paid for. All original artwork provided by the Client remains the property of the Client and will be returned on request. Should the Client be provided with ‘free’ artwork by the Agency (eg as part of a sales negotiation) it does so on the understanding that copyright and ownership remains with the Agency and that its use will be restricted to only those printed and electronic publications in which the Agency has an interest.

11. Liability: The Agency shall not be liable for indirect loss or third party claims occasioned by delay in publishing the work, or for any loss to the Client arising from delay in transit, or for non-publication of the relevant issues due to factors outside its control. Where work is defective for any reason, including negligence, the Agency's liability (if any) shall be limited to rectifying such defect, if this is not practicable, to a full refund if payment has been made in advance.

12. Insolvency: Without prejudice to other remedies, if the Client becomes insolvent (namely, being a company is unable to pay its debts or has a bankruptcy petition against him) the Agency shall have a right not to proceed further with the contract or any other work for the customer and be entitled to charge for work already carried out (whether completed or not). Any unpaid invoices shall become immediately due for payment.

13. Force majeure: The Agency shall not be under liability if unable to carry out any provision of the contract for any reason beyond his reasonable control, including (without limiting the foregoing) Act of God; legislation; war; fire; flood; drought; inadequacy or unsuitability of any instructions, electronic file or other data or materials supplied by the customer; failure of power supply; terrorist incident; lock-out, strike or other action taken by employees in contemplation or furtherance of a dispute; or owing to any inability to procure materials and third party services required for the performance of the contract. During the continuance of such a contingency the Client may, by written notice to the Agency, elect to terminate the contract and pay for the work done and materials used, but subject thereto shall otherwise accept electronic publication when available.

14. Law: These conditions and all other express and implied terms of the contract shall be governed and construed in accordance with the laws of England.