



indigo

**University options
and careers education
from the experts**

**Advertising
and
sponsorship**

What is indigo unis?

Indigo Unis is the new home of HEAP Online and offers you the opportunity to highlight your university, subject profiles and degree courses to thousands of users—getting your message across to exactly the students that you want to reach.

The decision of where and what to study is a hugely important one for any sixth form student. The Indigo online platform helps students to work out what to study and evaluate which universities are right for them through detailed information, statistics and reviews.

Who is it for?

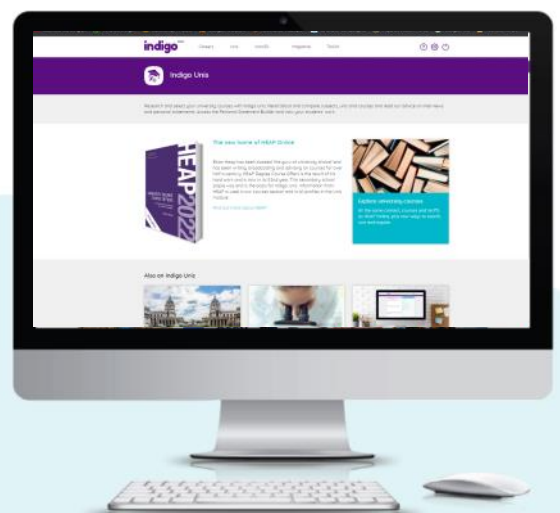
Trotman have been supporting students in making their university and career choices for more than 50 years. Using our extensive experience, Indigo is the complete digital solution for schools' careers guidance needs.

With over 1.3 million students aged 16-18 in schools and colleges throughout the UK, this comprehensive digital platform supports careers leaders, advisors and students with essential information as they make their critical university decisions.

How can you get involved?

Indigo unis offers universities the chance to influence thousands of sixth form students at the most important stages of choosing their next educational step.

There are a number of flexible ways in which you can promote your university, highlight specific subjects and showcase the degree courses available, from enhanced directory listings, blog posts and videos to targeted advertising, and sponsorship opportunities.



What are the benefits?

By showcasing your university on Indigo unis, you will be able to reach a growing audience of high-achieving students with targeted messages to support your recruitment objectives.

Take a look at some of the options and packages available below:

University Directory Listing

	Standard	Bronze	Silver	Gold
Standard listing in the universities database	✓	✓	✓	✓
200 word description on university page	✓	✓	✓	✓
Enhanced feature header on university page		✓	✓	✓
Promotional video on university page		✓	✓	✓
Showcase specific subjects and degree courses			✓	✓
Additional subject focused videos on employer page				✓
Showcase student stories and case studies				✓

University Hub Search Area

Standard listing in alphabetical search area	✓	✓	✓	✓
Enhanced listing and logo on University Hub		✓	✓	✓
Appear as a Featured University on University Hub			✓	✓

Explore Subjects Search Area

Standard link to University page from specific subjects (up to 5 subjects)		✓	✓	✓
Featured University advertising on University Search			✓	✓
Sponsorship of specific subjects in subject search and directory				✓

Unis Hub Home Page

Promoted blog posts (4 per year) in latest news		✓	✓	✓
University and/or subject of the month (ad and link)			✓	✓
Main banner advertising on home page				✓

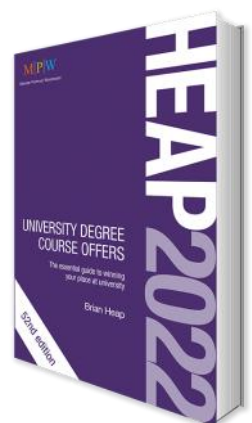
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We are open to individual advertising and sponsorship requests and can also offer advertising in our printed HEAP publication.

For more information on the options available and pricing packages, please get in touch with us:



advertising@trotman.co.uk
[indigo.careers](https://www.indigo.careers)

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