

# Postgrad monthly ezine

## Guidelines for a Postgrad ezine entry

Postgrad  
Solutions

Thank you for booking an entry in the Postgrad ezine, which is sent out every month to students on the database who have expressed an interest in studying for a postgraduate qualification in the UK.

You can supply either a news story or a student success story of up to 200 words in length for each ezine you are booked into.

**To help the process run as smoothly as possible, please ensure that you are happy with the text and that it has been approved and is ready to be published *before* you submit it.**

### Option one: news story (200 words)

If you choose to submit a news story about your institution or department, please try to make it:

- current – for example, you could promote an upcoming event or deadline or a new course
- unique – highlight what sets your institution apart from the competition
- interesting – try to ensure that students read the whole story and click through to your website by making your copy as lively and enticing as possible.

For each news story, please supply:

- a headline for the story
- an initial 'teaser' paragraph – the first paragraph of the news story will appear on the actual e-zine, with students being invited to click on a link to read the rest of the story
- details of relevant websites and contact details.

Please write your news story in the third person (eg please refer to 'the University's programmes' rather than 'our programmes').

### Option two: student success story (200 words)

Student success stories allow you to showcase the achievements of current students or alumni who have gone on to successful careers. The student stories also provide an opportunity to give prospective students a first-hand account of life at your institution. Ideally, the subject of the success story will be an international student.

Please include a short summary of the student's academic and professional career to date, written in the third person (eg 'John Smith studied...'), followed by the student's account, which should be written in the first person (eg 'I found the LLM to be...').

### Further information for students

At the end of your news or student success story, please include the address of any website (omitting 'http://') that you would like students to visit to find out more about your institution and programmes. You may also want to include an e-mail address or telephone number\* if you want students to contact a member of staff directly.

\* Please include the international dialling code presented in the following format: +44 (0)20 1234 5678.

### Image and logo

Please supply one good-quality image to illustrate your ezine entry. If we do not already hold a copy of the institution or department logo that you would like to be used on the ezine, please supply that as well. Ideally we would like you to supply web-ready JPEG or GIF files, but we can accept TIFF or EPS files if necessary.

### What happens next?

#### House style editing

In order to produce an editorially consistent ezine, all text supplied for the ezine will be edited to comply with our house style.

#### Proof of the ezine

You will be sent a copy of the ezine before it is sent out for your reference. You will be given up to 48 hours to approve your entry before it is mailed out. To help the approval process run as smoothly as possible, please ensure that you are happy with the text and that it is ready to be published before you submit it.

#### Any questions?

If you have any questions regarding your ezine entry, please contact Rob Houghton (email [rob@postgradsolutions.com](mailto:rob@postgradsolutions.com) or call 0870 919 4365).

#### News stories and events

At Postgrad Solutions, we are committed to giving our clients the best possible coverage in the Postgrad portfolio. If you have any press releases about academic or research developments at your institution or department, or details of events that you would like to be considered for editorial coverage on Postgrad.com, please email them to [news@postgradsolutions.com](mailto:news@postgradsolutions.com).