

Postgrad solus email

Guidelines for a Postgrad solus email

Thank you for booking a Postgrad solus email, which will be sent out to the students on our database who have expressed an interest in studying for a postgraduate qualification at a UK institution.

1 Mailing out date

Please allow three working days between submitting your content for the solus email and the date that you will receive a proof for your approval prior to the email being sent to the student database.

2 Target

Please let us know if you have a specific target audience that you would like the email to be sent to when supplying your content.

3 Text

To help the process run as smoothly as possible, please ensure that you are happy with the text and that it has been approved by the relevant people within your organisation and is ready to be mailed out *before* you submit it.

Please supply up to 250 words of text. Our research has shown that students are more likely to read email copy that is relatively short, punchy and engaging.

If you choose to submit a news story about your institution or department for your solus email, 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.

Alternatively you may wish to supply general information about the institution/department or a particular postgraduate programme, or you could submit a student case study or success story.

Please supply your copy as a Word doc, ensuring that there are no double spaces between words or sentences.

4 Contact details and further information

At the end of your text, please include the address of any website (omitting 'http://') that you would like students to visit to find out more about your institution/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.

5 Image/s and logo

Please supply at least one good-quality image to accompany your text. If we do not already hold a copy of the institution or department logo that you would like to be used on the email, 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 after I submit the content?

Proof of the solus email

You will be sent a proof of the email before it is sent out for your approval three working days after you submit your content. 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 mailed out before you submit it.

Any questions?

If you have any questions regarding your ezine entry, please contact Rob Houghton (email 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.