



Undergraduate Student Recruitment

Get in touch with **secondary school students** and **graduates** interested in a Bachelors programme.



Postgraduate Student Recruitment

Get in touch with **Bachelors students** and **graduates** interested in a Masters programme.

Additional advertising opportunities

As an exhibitor you can make use of our **extra advertising services to boost your fair attendance.**

Exclusive services ★

Selected services are available for one exhibitor per fair (season) only. This ensures a very high awareness among fair visitors.

Your web profiles on our study portals

By publishing premium profiles on our study portals, visitors can learn more about your institution and your study programmes in detail prior to the fair. The profiles are also linked to the portal's search engine and include links to your own website.

Platform	www.bachelor-and-more.de/.at or www.master-and-more.de/.at/.eu	
Fee	1 profile	350 €/year
	2-9 profiles	210 €/profile/year
	10-19 profiles	175 €/profile/year
	20-39 profiles	140 €/profile/year
	40 or more profiles	105 €/profile/year
Specifications	on request	
Run time	1 year	



Your banner on our fair subpages

Future students inform themselves about attending institutions and their study programmes on our fair city-specific subpages. Place a banner and highlight your fair attendance right during the planning process of visitors.

★ Exclusive service	per Bachelors fair and Masters fair
Platform	www.bachelor-and-more.de/.at or www.master-and-more.de/.at/.eu
Fee	€ 500 net per fair
Specifications	on request
Run time	in the 4 weeks prior to the respective fair

Your Facebook ads campaign

Make use of Facebook ads and reach your target group within the catchment area of the fair city.

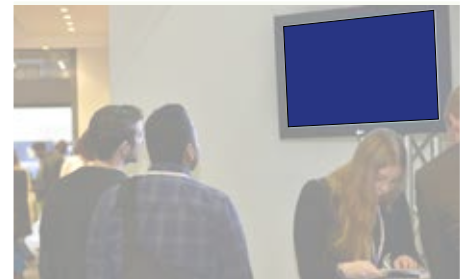
Service	for all Bachelors fairs or all Masters fairs
Platform	Facebook
Fee	€ 600 net per fair (incl. € 300 Facebook budget)
Specifications	image: 1200x628px headline: 25 signs incl. blanks text: 90 signs incl. blanks
Run time	in the 3 weeks prior to the respective fair



Your ad on TFT screens at the fair

TFT screens provide fair visitors with information about the fair programme. Your ad appears on **a minimum of 6 screens (43 inches)** which will display your ad **140 times for 15 seconds per screen** on rotating basis.

Service	max. 2 clients per Bachelors fair and Masters fair
Availability	for all fairs in Germany and Austria
Fee	€ 500 net per fair
Specifications	1920x1080px (.jpg/.gif)



Your advertisement in the personalised fair plan

Visitors receive a personalised fair plan. This plan serves as a guide for the fair day. It contains the hall plan, the presentation programme and an overview of exhibitors offering study programmes matching the visitors' personal interests.

Service	max. 2 clients per Bachelors fair and Masters fair
Availability	for all fairs
Fee	€ 600 net per fair
Specifications	DIN A7 - 74x105mm (.PDF) Please be informed that students can print their plan in black and white or in colour.



Your flyer/leaflet in the expert presentation room (chair drop)

In addition to the exhibition, visitors can take part in presentations held by higher education experts. Each fair, **6-9 expert lectures** are offered. The lecture room has a capacity of approx. **120-300 seats**. Let us place your flyers/leaflets on each seat and reach all attending students.

★ Exclusive service	per Bachelors fair and Masters fair
Availability	for all fairs in Germany and Austria
Fee	€ 900 net per fair
Material	flyers/leaflets provided by the exhibitor

