



***a brief history
of the guide***

2002

Printed copies: 2.000

Faculties' Guide: Publication's first edition covers Timiș district

2003

Printed copies: 2.800

Faculties' Guide: extension in Arad and Hunedoara districts

2004

Printed copies: 4.000

Faculties' Guide: extension in the western region of Romania:
Timisoara, Arad, Lugoj, Resița

2005

Printed copies: 10.000

Faculties' Guide becomes a national product, presenting
Universities from Alba Iulia, Arad, București, Galați, Lugoj, Oradea,
Petroșani, Târgu-Mureș and Timișoara

Launch of www.ghidulfacultatilor.ro

2006

Printed copies: 12.000

Faculties' Guide presents Universities from Alba Iulia, Arad, Iași,
Lugoj, Petroșani, Timișoara.

structure of Faculties' Guide 2008

University page – presentation
Bachelor Programs presentation
Master Programs presentation
Cultural and Foreign Languages centers
NGOs/ Student Organizations
Libraries and Information centers

advantages Faculties' Guide

Presentation in a complex publication about the academic environment addressed to students and pupils
Possibility of presenting the full admission offer (as Bachelor, as Master programs)
National area of distribution
Diversity of distribution channels
Strong promotion through various media channels

target group

Pupils in the last years of high-school that want to continue with University studies
High-school graduates that want to continue with University studies
Students in the last years of University and graduates that would like to follow a second faculty
Students in the last years of University and graduates that would like to follow a master degree

benefits for Universities

Faculties' Guide contains the following possibilities of presenting an academic offer:

Presentation page of the University (page is offered bonus for the presented Universities)

Recommended content:

Number of accommodation places provided by the University
Approximate number of scholarships and the size of the scholarships
Number of scholarships offered by the Ministry of Education for national minorities
International Universities' partnerships and protocols for scholarships
Additional services provided to students: eating halls, libraries, sports facilities

Presentation of Bachelor Programs Presentation of Master Programs

Content recommended:

The source of information about admission process (Rector, faculties)
Contact data
Number of places per faculty
Domains, specializations, the periods of studies and the number of places per faculty
Admission process
Documents needed for Admission
Taxes for admission and categories of candidates acquitted of admission taxes
Admission forms and calculus of degree

rate card

1. Offer presentation fees:

250 € / faculty (available if minimum two faculties are presented) -
for Bachelor Programs presentation

200 € / faculty (available if minimum two faculties are presented) -
for Master Programs presentation

400 € (if only 1 faculty is presented)

2. Add fees:

2nd cover, 1/4 page, full color: 550 €

2nd cover, 1/2 page, full color: 1.000 €

2nd cover, 1 page, full color: 1.800 €

3rd cover, 1/4 page, full color: 500 €

3rd cover, 1/2 page, full color: 900 €

3rd cover, 1 page, full color: 1.700 €

last cover, 1/4 page, full color: 650 €

last cover, 1/2 page, full color: 1.100 €

last cover, 1 page, full color: 2.000 €

1st page, 1 page, full color, paper thickness 80g.: 550 €

2nd page, 1 page, full color, paper thickness 80g.: 450 €

last-but-one page, 1 page, full color, paper thickness 80g.: 400 €

last page, 1 page, full color, paper thickness 80g.: 500 €

middle page, 1/4 page, full color: 200 €

middle page, 1/2 page, full color: 300 €

middle page, 1 page, full color: 500 €

interior page, 1/4 page, by request, black/white: 100 €

interior page, 1 page, by request, black/white: 200 €

interior page, 1/2 page, by request, full color: 150 €

interior page, 1 page, by request, full color: 250 €

VAT not included (19%). Prices can be negotiated depending on the number of applicant faculties, purchased advertising space and payment deadlines.

ways of promoting Faculties' Guide

Printed promotional materials
in high-schools from over 15 cities through posters, flyers, and
leaflets

Local newspapers
in the main academic centers

Regional magazines
24-FUN, Student-FUN

Radio
Radio21

Online promotion
www.ghidulfacultatilor.ro, www.atu.ro, www.24fun.ro etc.
Web sites of partnering Institutions and media
Promotional e-mails to pupils' and students' groups

Pupil' and students' organizations
Promoting through web sites, events, student databases, and
forums.

distribution

Regional and local libraries

Supplement of a national magazine or newspaper

Online purchase through **www.ghidulfacultatilor.ro**

Fairs and book exhibitions

Product presentations in high-schools and Universities

Benefits for Universities

Description of Faculties: contact data, link to the internet site of the faculty

Presentation of bachelor and master degrees for each faculty

free

BASIC

University/ Faculty/ College name

Address, Phone/Fax number, web page, e-mail

25 €

SILVER

(addressed to Universities and Faculties)

Contains the **BASIC** offer plus the following information:

University/ Faculty logo;

Photos (maximum 5 photos);

Short history of the University/ Faculty

Rector'/ Dean' short welcoming message;

Achievements and national/ international prizes;

Provided services (library, eating hall, study rooms, gyms);

Dorms, capacity of dorms;

Public transportation in the area where the Admission process takes place;

Specializations.

50 €

GOLD

(for faculties)

Contains **SILVER** package plus information about the educational cycles and post graduate programs.

200 €

PLATINUM

(for Universities)

Contains **BASIC**, **SILVER** and **GOLD** packages for all the faculties/ colleges.

VAT not included (19%).