

Do you want to reach 250 000 Norwegian students via email?

Advertise on tautdanning.no newsletters which is sent to 250 000 students in Norway every month. You can reach this large target market with an advert or article on the front page!

Distribution every month

The newsletter has a serious and varied content with articles and adverts relating to education, careers and student life. You can order article and/or advertising space during the months that are most suitable for your institution. We offer discounts when participating in several newsletters.

Recipients

The recipients are students who have visited the student recruitment fairs in Norway during the past few years (students from high school, junior high school, college/ university and others). They are therefore interested topics relating to education, careers and student life.

Article

Your article on the front of the newsletter can contain a headline, one picture and an introduction, which is linked to the complete article on our website www.tautdanning.no. In the complete article, you can include links to your own website, additional pictures and your logo.

Advert

The advert with direct link to your own website will be displayed on the front of the newsletter and also on the front page of our website during the relevant time period.

Newsletter illustration

tautdanning.no



Article from Ta Utdanning

The main article is written by Ta Utdanning and is very popular among the readers. Our journalist writes a new article every month with interesting and relevant topics for the target market.

In this newsletter, you can read about:

- [Link to article 1](#)
- [Link to article 2](#)
- [Link to article 3](#)
- [Link to article 4](#)
- [Link to article 5](#)
- [Link to article 6](#)
- [Link to article 7](#)

Article space
Your picture here

Your headline here (maximum 60 characters including spaces).

Your introduction here: up to 140 characters including spaces. Make sure that your introduction is short, concise and interesting for the readers.

Annonse

Advertising space
Your advert here

Article space

Headline

Introduction

Annonse

Advertising space

Prices

Article: 10 900,- NOK per month.
Advert: 12 490,- NOK per month.

Discounts available during certain periods and if participating in several newsletters.

Specifications for artwork

You deliver text and pictures for article space or a readymade advert for advertising space. Deadline for delivering artwork is usually one week prior to distribution. You will receive a test version of the newsletter prior to distribution, so that you make changes if needed.

Article space

Specifications:

- Headline of maximum 60 characters including spaces
- Introduction of maximum 140 characters including spaces
- Main body text (recommended length: one A4-page)
- See next page for advice on how to write a good article

- One main picture in the following format: 696 x 347 pixels.
- Up to three additional pictures in format of your choice
- Your logo in high resolution
- Please send all pictures and logo in separate JPG-files.

Advertising space

Specifications:

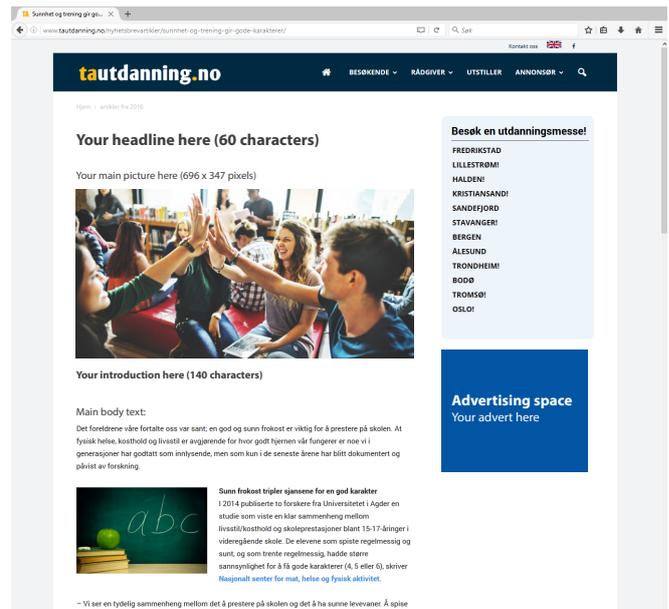
- Send readymade advert in the following format: 610*508 pixels
- Send the advert as JPG-file
- Specify which website the advert should be linked to

Please send your artwork to info@fairs.no by the specified deadline.

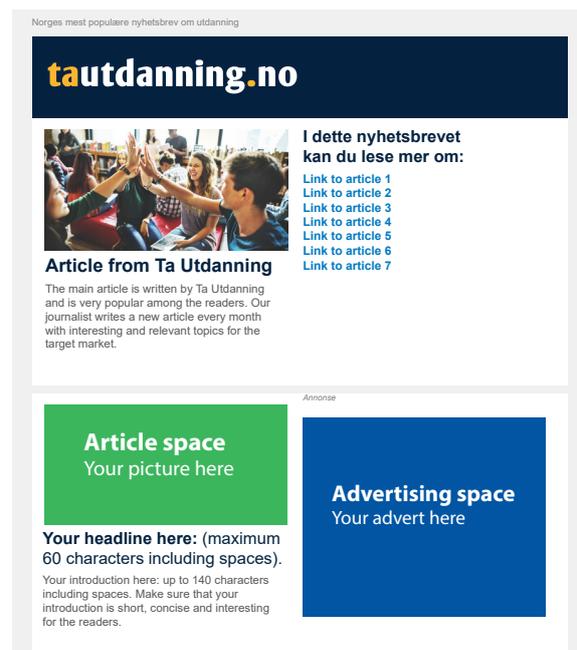
Do you need help with your text or design?

Contact us for more information and prices!

Your article / advert on www.tautdanning.no:



Your article / advert on front of the newsletter:



How to write a good article for online media

The reader spends only seconds to decide if your article is relevant or not. Therefore, you must make sure that your message is conveyed in a clear and concise manner. Using the following basic principles will make significant improvements to your text:

1. Can the readers scan your text?

There is an overload of information around us, therefore we scan to save time. After a quick look, we decide if we want to spend time on reading more. This is what we grasp when scanning:

- **Paragraphs**
- **Descriptive sub titles**
- **Links**
- **Bullet lists**
- **Highlighted words**

Articles that can be scanned will allow the reader to quickly understand what the text is about. The reader's eyes are looking for certain key words, to confirm that the text relates to his/her interest. Make sure that these words are clearly conveyed in the text. This can be done by highlighting or repeating them in bullet lists, sub titles and links.



2. Keep the text short and to the point

Readers online are impatient and expect that the point comes first. Shorten your text as much as possible by ensuring that every word counts. If it doesn't, scrap it. Usually, you can delete half of the words in a text without losing the content. If you must write a long text, start with a summary. Make sure that the most important points come first.

3. Write to the reader

Who is the reader? You should know who your target market is. Instead of picturing your target market as a mass of students, visualize an actual reader and write directly to her/him. Put yourself in his/her place and consider if your text is relevant and interesting. Does it provide answers to the questions you would have had? If you are uncertain, send the text to someone in your target market and ask for an honest response.

4. Use links

Links work like highlighted words and makes the text more reader friendly as well as giving easy access to related information. Avoid links like 'click here' and 'read more'. Use link text instead to describe what lies beneath.

Source: <http://hvabehager.no/tekstforfatterbloggen>

(Professional blog on copy writing)

Do you need further help with creating your article text or design? We can assist!

- Contact us for more information.