

## Target Courses Aim High With Radio Airtime Media

Friday 14 February, 2014

[Radio Airtime Media](#) are working with TARGET Courses to promote their upcoming postgraduate study and funding fairs taking place across the nation, targeting students and graduates thinking about their next steps in higher education.

Offering the chance to meet with representatives of leading universities from the UK and abroad, the fairs will be advertised in Cardiff, Birmingham, Edinburgh, Sheffield and Newcastle via Capital Birmingham, Total Forth, Total Hallam and Total Metro.

Featuring an upbeat musical soundtrack, the [30-second spot](#) invites listeners from each region to attend for information, seminars and informal meetings with university representatives. Emphasising the friendly nature of the fairs, the ad makes note of the free entry, free lunch and travel reimbursements available to students. The ad concludes with a call-to-action inviting interested listeners to “search Target Courses”.

Furthermore, Advans featuring the same information alongside an attractive image of smiling students will display in each city for three days prior to the fairs, along with with the promise of ‘free lunch!’ and a mention of their media sponsor, The Guardian.

CEO of Radio Airtime Media’s parent company Media Agency Group, Lee Dentith, said “Postgraduate studies are an incredibly important part of the careers of many, and we are extremely proud to help graduates find out how to navigate the daunting world of MBA/Ph.D funding. We hope these fairs provided by Target Courses steer many people in the right direction for the future.”

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