Contact Details
Marketing Department

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Make your mark and advertise in the UniCentre’s 2007 student diary. 14,000 diaries are published each year and are distributed to new and continuing students.

University of Wollongong

The University of Wollongong, located one hour south of Sydney, has a population of over 19,500 students, the majority in the 18-24 age demographic. The Student Diary, an essential resource used daily by students is distributed throughout the UOW Wollongong Campus, the Shoalhaven Campus and Education Centres in Bega, Bateman’s Bay, Loftus, Moss Vale and the Sydney Business School.

EXPOSURE 365 DAYS! GET IN QUICK!!

Exposure

The UniCentre Student Diary provides one of the most effective marketing channels to reach the student market and is used daily by students. After advertising in the UniCentre Student Diary 2008, your organisation will have repeated exposure 365 days of the year. This diary provides both reach and frequency and your exposure on campus will be consistent and draw students to engage with your organisation.

Distribution.

The student diary is free and distributed directly to students from O-Week February, 2008.

The Diary

The student diary is a vital resource providing essential information for University of Wollongong students. This includes session dates, academic specific information, campus maps and timetables. The diary also communicates the range of services & facilities, activities, events, competitions, special discounts and the range of services and facilities available. Student’s use it and need it.

Advertising

Advertising is strategically placed throughout the most frequently used pages to ensure your message is regularly noticed.

Space is limited, the opportunity is unique and highly targeted. Advertise in the UniCentre 2008 student diary and increase your brand awareness, cementing a place for your product or service in the minds of this highly influential customer group.

BOOKINGS CLOSE FRIDAY 28 SEPTEMBER, 2007

For more information contact:

Monica Millar
Manager – Marketing
P: 02 4221 8022
F: 02 4221 8081
M: 0437 275 255
E: monica.millar@uow.edu.au
### Advertising Rates

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
<th>Dimensions</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Outside (not including fold)</td>
<td>$5500.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Back Cover Inside (not including fold)</td>
<td>$4000.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Back Cover outside Flap (bookmark gatefold)</td>
<td>$5750.00 plus gst</td>
<td>W: 120mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Back Cover inside Flap (bookmark gatefold)</td>
<td>$4250.00 plus gst</td>
<td>W: 120mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Inside Front cover</td>
<td>$4500.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Full Page Premium (Opp Session 1 timetable)</td>
<td>$1850.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>2 colour</td>
</tr>
<tr>
<td>Full Page Premium (Opp Session 2 timetable)</td>
<td>$1850.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>2 colour</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1500.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>2 colour</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>$800.00 plus gst</td>
<td>W: 140mm x H: 105 mm</td>
<td>2 colour</td>
</tr>
<tr>
<td>Vouchers</td>
<td>$350.00 plus gst</td>
<td>W: 135mm x H: 40 mm</td>
<td>2 colour</td>
</tr>
<tr>
<td>Banners</td>
<td>$250.00 plus gst</td>
<td>W: 140mm x H: 40 mm</td>
<td>2 colour</td>
</tr>
</tbody>
</table>

**PLEASE NOTE:**
- Cover advertisements are full colour only, inside page advertisements, banner and vouchers are 2 colour.
- All rates are GST exclusive and do not include agency commission.
- 10% GST applicable on all rates.
- No discounts applicable of the above mentioned rates.

### Artwork Specifications

Finished artwork to be provided by the advertiser according to specifications mentioned below.

**Format:** High Resolution (300dpi) Print Ready PDF, all fonts embedded.

**Size:** As specified above, plus 5mm bleed.

**Colour:**
- Full colour - CMYK
- 2 colour - PANTONE Process Black U, and PANTONE 3135 U

**Supply of Artwork:** only electronic files will be accepted. The two accepted methods of artwork supply are:

- **Email:** please email artwork, clearly specifying company name and contact to [mmillar@uow.edu.au](mailto:mmillar@uow.edu.au)
- **CD delivered to:**
  
  **Monica Millar**  
  **Manager – Marketing**  
  **Wollongong UniCentre**  
  **Building 11, University of Wollongong**  
  **Northfields Avenue**  
  **Gwynneville, NSW 2500**

**PLEASE NOTE:**
- Wollongong UniCentre will not accept responsibility for poor output of artwork not supplied to specifications.
- Artwork will not be accepted in any other format other than specified above
- The Wollongong UniCentre reserves the right to refuse any artwork
The following opportunity is requested in the 2008 Student Diary:

- Back Cover Outside $5500 + GST
- Back Cover Inside $4000 + GST
- Back Cover outside Flap $5750 + GST
- Back Cover inside flap $4250 + GST
- Inside Front cover $4500 + GST
- Full Page Premium Session 1 $1,850 + GST
- Full Page Premium Session 2 $1850 + GST
- Full Page $1500 + GST
- Half Page $800 + GST
- Voucher $350 + GST
- Banner $250 + GST

Terms and Conditions

- If the space is available, confirmation notice will be sent within 3 days of receipt of request. If not, you will be contacted to discuss alternatives.
- Payment is required no later than 14 days from date of invoice.
- Cancellations must be made in writing to Monica Millar within 3 days of booking request or the full rate will be charged (subject to deadline date.) 10% of payment is required upon cancellation of booked advertisement.
- All rates are GST exclusive and do not include agency commission. 10% GST applicable
- Booking deadline: 21 September, 2007 (unless sold earlier or otherwise advised)
- Artwork deadline – Friday 28 September, 2007 (It is advised artwork is forwarded to us before the deadline, in the event of any changes required to due UniCentre’s advertising policies
- In the event of artwork not being received by the due date, the full advertising rate will still be charged to the advertiser.
- Incomplete artwork will not be accepted (see specification for further details.) Bleed is compulsory for specified. If bleed is not supplied with artwork, the Wollongong UniCentre will take no responsibility for shifting of artwork during the printing process.
- The Wollongong UniCentre has the right to refuse any advertisement, based on its sponsorship & Advertising policy. Should any advertising be refused, the Wollongong UniCentre will not be liable for cost incurred by the advertiser.
- The prices, dates and artwork specs may be subject to change without notice prior to confirmation of booking.

Please fax form to UniCentre Marketing on (02) 4221 8081

Signature of Partner:

Company Name:

Date:

Cheques Payable to: Wollongong UniCentre PO Box U100 Northfields Avenue, University of Wollongong 2500
Ph: 02 4221 8000 Fax: 02 4221 8081 Email: unicentre@uow.edu.au