UniCentre at the University of Wollongong

Advertising Opportunities 2009

Contact Details
Marketing Department

Rachel Foster
Marketing & Sponsorship Manager
P: (02) 4221 8022
E: rafoster@uow.edu.au

Victoria DiMise
Marketing & Communications Coordinator
P: (02) 4221 8171
E: vdimise@uow.edu.au
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UniCentre Online Website Advertising

The UniCentre’s website is the portal of social communication for students at the University of Wollongong, generating an average of 26,000 unique visits per month. The website has undergone a major redevelopment and has received a significant increase in traffic. Create brand awareness amongst UOW students through marketing your product/service directly to this captive market. Visit http://unicentre.uow.edu.au.

**Hits:** The UniCentre website averages 64,000 hits per day (Jan 2008 - Aug 2008)

**Advertising Rates**

<table>
<thead>
<tr>
<th>Advertising Type</th>
<th>Rate</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flash Advertisement Premium Pages</td>
<td>$1000.00 plus GST</td>
<td>550 pixels wide x 88 pixels high</td>
</tr>
<tr>
<td>Flash Advertisement Other Pages</td>
<td>$800.00 plus GST</td>
<td>550 pixels wide x 88 pixels high</td>
</tr>
<tr>
<td>Website Tile Premium Pages</td>
<td>$600.00 plus GST</td>
<td>171 pixels wide x 88 pixels high</td>
</tr>
<tr>
<td>Website Tile Other Pages</td>
<td>$400.00 plus GST</td>
<td>171 pixels wide x 88 pixels high</td>
</tr>
</tbody>
</table>

Premium Pages = Front Page, What’s On Page, Photo Gallery & UniBar Page

**Plasma Advertising**

Advertising on Plasma Screens within the UniBar.

**Advertising Rates**

<table>
<thead>
<tr>
<th>Plasma Campaign</th>
<th>Rate</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plasma Campaign per week</td>
<td>$100.00 per week plus GST</td>
<td>640 pixels wide x 480 pixels high</td>
</tr>
<tr>
<td>Plasma Campaign per month</td>
<td>$350.00 per month plus GST</td>
<td>640 pixels wide x 480 pixels high</td>
</tr>
</tbody>
</table>
What’s On Email, Distributed Weekly

What’s On is the definitive guide to What's On at the University of Wollongong and is distributed by email weekly to circa 26,860 students (as at 18/5/09). What’s On ensures that students have all the information they need to plan their week. There are two options for banner advertising - 1. Major banner (1 per newsletter), secondary banner – 4 per newsletter. The newsletter banner includes your artwork, a description of your product/service and a link to your website. Visit http://unicentre.uow.edu.au/whatson/enews

Advertising Rates

<table>
<thead>
<tr>
<th>Large Banner</th>
<th>$250.00 plus GST</th>
<th>$800.00 plus GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>630 pixels wide x 150 pixels high</td>
<td>1 week campaign</td>
<td>4 week campaign</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Banner</th>
<th>$125.00 plus GST</th>
<th>$400.00 plus GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 pixels wide x 150 pixels high</td>
<td>1 week campaign</td>
<td>4 week campaign</td>
</tr>
</tbody>
</table>

Postering, Distributed Weekly

Who, what, when, where and how is what UOW students want to know. Postering on campus communicates exactly that. Campus Posters are a way to promote your product to students. Postering takes place all over campus, on authorised notice boards; basically posters are plastered all over the place to be seen by students. You can choose from either A3 or A5 table talkers to promote your service or product on campus.

Advertising Rates

| A3 Postering-Portrait style (per week cost) | $150.00 plus GST | 15 Posters |

| A5 Table Talkers-Portrait style (per week cost) | $25.00 plus GST | 15 Table Talkers |
Partnership Agreement

Company Name: 
Agency: Please specify who this is on behalf of
ABN: 
Contact Person: 
Address: 
Postal Address: 

Telephone: 
Mobile: 
Fax: 
Email: 

Please state date of advertisement:

Packages

☐ Website Flash Ad Premium Pages 4 weeks $1000 + GST  ☐ Website Flash Ad Other Pages 4 weeks $800 + GST  
☐ Website Tile Premium Pages 4 weeks $600 + GST  ☐ Website Other Pages 4 weeks $400 + GST  
☐ What’s On Large Banner 1 week $250 + GST  ☐ What’s On Secondary Banner 4 weeks $400 + GST  
☐ What’s On Secondary Banner 4 weeks $400 + GST  ☐ Poster Distribution $150 + GST  
☐ Table Talker Distribution $25 + GST  ☐ UniBar Plasma 1 week $100 + GST  
☐ UniBar Plasma 4 weeks $350 + GST 

Terms and Conditions

A booking confirmation will be sent within 7 days of receipt of request if the requested dates are available. Cancellations must be in writing to rafoster@uow.edu.au within 3 days of booking confirmation, otherwise 50% will be charged. In the event of artwork not being received by the due date full advertising rate will still be charged. Rates do not include agency commission. Incomplete artwork will not be accepted (see specifications for further details). UniCentre according to its policies has the right to refuse any advertisement. Should any advertisement be refused UniCentre is not liable for the cost. 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