At the University of Wollongong

2010 Student Diary
Advertising

Contact Details
UniCentre Marketing Department

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

Victoria DiMise
Marketing and Communications Coordinator
P: (02) 4221 8171
E: vdimise@uow.edu.au

http://unicentre.uow.edu.au
Make your mark and advertise in the UniCentre’s 2010 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 2010, 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, 2010.

**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 2010 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 18 SEPTEMBER, 2009**

For more information contact:

Victoria DiMise                  P: 02 4221 8171                  M: 0419 627 156
Marketing & Communications Coordinator  F: 02 4221 8081                  E: vdimise@uow.edu.au
Advertising Rates

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Rate</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>$5000.00 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>$2000.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Full Page Premium (Opp Session 2 timetable)</td>
<td>$2000.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1500.00 plus gst</td>
<td>W: 140mm x H: 210 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>$ 850.00 plus gst</td>
<td>W: 140mm x H: 105 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Vouchers</td>
<td>$400.00 plus gst</td>
<td>W: 135mm x H: 40 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Banners</td>
<td>$350.00 plus gst</td>
<td>W: 140mm x H: 40 mm</td>
<td>full colour</td>
</tr>
<tr>
<td>Diary Insert</td>
<td>$175.00 plus gst</td>
<td>Per 1000 (max A5 size)</td>
<td></td>
</tr>
</tbody>
</table>

PLEASE NOTE:
- All rates are GST exclusive and do not include agency commission.
- 10% GST applicable on all rates.
- No discounts applicable on the above mentioned rates.

Artwork Specifications

Finished artwork to be provided by the advertiser, by 25 Sep 2009 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

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 vdimise@uow.edu.au
- CD delivered to:
  Victoria Dimise
  UniCentre 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
- Wollongong UniCentre reserves the right to refuse any artwork
Booking Request Form 2010 UniCentre Student Diary

Company Name:  
Agency: Please specify who this is on behalf of  
ABN:  
Contact Person:  
Address:  
Telephone:  
Mobile:  
Fax:  
Email:  

The following opportunity is requested in the 2010 Student Diary:

- Back Cover Outside $5500 + GST  
- Back Cover Inside $4000 + GST  
- Back Cover outside Flap $5750 + GST  
- Back Cover inside flap $5000 + GST  
- Inside Front cover $4500 + GST  
- Diary Insert $175 + GST per 1000  
- Full Page Premium Session 1 $2000 + GST  
- Full Page Premium Session 2 $2000 + GST  
- Full Page $1500 + GST  
- Half Page $850 + GST  
- Voucher $400 + GST  
- Banner $350 + GST  

Please state preferred week of banner placement:

Artwork design Fees:  
- Full Design - from $250 + GST  
- Changes/resizing - from $75 + GST  

Terms and Conditions

- If the space is available, confirmation notice will be sent upon 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 Victoria Dimise 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: 18 September, 2009 (unless sold earlier or otherwise advised)
- Artwork deadline: 25 September, 2009 (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 ads. If bleed is not supplied with artwork, Wollongong UniCentre will take no responsibility for shifting of artwork during the printing process.
- 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 by no later than 18 September 2009

Signature of Partner:  
Company Name:  
Date:  

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