2016 STUDENT DIARY ADVERTISING

MAKE YOUR MARK AND ADVERTISE IN UNICENTRE’S 2016 STUDENT DIARY!

14,000 copies are published each year and are distributed to new and continuing students.

UNIVERSITY OF WOLLONGONG (UOW)

UOW Wollongong Campus is located 80km south of Sydney and 3 km from the Wollongong CBD. The FREE diary is distributed via the Wollongong main campus and regional campuses including Shoalhaven, Bega, Batemans Bay, Southern Highlands and Southern Sydney.

24,400* ENROLLED IN 2015 AT THE UNIVERSITY OF WOLLONGONG

*Numbers are an estimate based on 2014 enrolments at the above mentioned campuses

DOMESTIC & INTERNATIONAL STUDENTS

DOMESTIC 79%
INTERNATIONAL 21%

AGE BREAKDOWN

17 - 24 17%
25 - 31 70%
32+ 13%

FOR MORE INFORMATION CONTACT
MARKETING & COMMUNICATIONS DEPARTMENT
E: uc-marketing@uow.edu.au
P: 02 4221 8171  F: 02 4221 8001

unicentre.uow.edu.au/aboutus/advertising
### Artwork Specifications

Finished artwork to be provided by **16 October 2015** according to specifications outlined below.

**Size:**
- Finished size as specified right, plus add 5mm bleed. Text must be contained with 10mm of finished size.
- Finished size as specified right, plus add 5mm bleed. Text must be contained with 5mm of finished size.
- Finished size as specified left. Bleed not required.

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

**Colour:**
Full colour - CMYK

**Delivery:**
Supply artwork by email or CD

**Email:**
Please email artwork, clearly specifying company name and contact to uc-marketing@uow.edu.au

**CD delivered to:**
Abby Lehman  
Wollongong UniCentre - Marketing  
Building 11, University of Wollongong  
Northfields Avenue, Gwynneville NSW 2500

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### Advertising Rates

<table>
<thead>
<tr>
<th>Artwork Description</th>
<th>Per Ad</th>
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| **1. Back Cover Outside** (not including fold)  
W: 148mm x H: 210 mm | $5500 + gst  
FOC Diary Voucher |
| **2. Back Cover Inside** (not including fold)  
W: 148mm x H: 210 mm | $4000 + gst  
FOC Diary Voucher |
| **5. Inside Front cover**  
W: 148mm x H: 210 mm | $5000 + gst  
FOC Diary Voucher |
| **7. Bookmark Outside Flap** (gatefold)  
W: 120mm x H: 210 mm | $5250 + gst  
FOC Diary Voucher |
| **9. Bookmark Inside Flap** (gatefold)  
W: 120mm x H: 210 mm | $4000 + gst  
FOC Diary Voucher |
| **11. Full Page Premium** (opp Session 1 timetable)  
W: 148mm x H: 200 mm | $2000 + gst  
FOC Diary Voucher |
| **13. Full Page Premium** (opp Session 2 timetable)  
W: 148mm x H: 200 mm | $2000 + gst  
FOC Diary Voucher |
| **15. Full Page**  
W: 148mm x H: 200 mm | $1500 + gst |
| **17. Half Page** (horizontal)  
W: 133mm x H: 98 mm | $850 + gst |
| **19. Voucher** (back & front artwork required)  
W: 130mm x H: 35 mm | $350 + gst |
| **21. Banner**  
W: 135mm x H: 35 mm | $375 + gst |
2016 STUDENT DIARY ADVERTISING

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 2016 Student Diary:

Option number:

Description of package:

Preferred week of placement (for banners only)

Please fax form to UniCentre Marketing on (02) 4221 8001 by 9 October 2015

Signature: Date:

PARTNERSHIP AGREEMENT

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.
• Full payment is required no later than 14 days from date of invoice.
• Cancellations must be made in writing to Cara MacBain within 3 days of booking request or the full rate will be charged (subject to deadline date).
• All rates are GST exclusive and do not include agency commission. 10% GST applicable.
• Booking deadline: 9 October 2015 (unless sold earlier or otherwise advised)
• Artwork deadline: 16 October 2015 (It is advised artwork is forwarded to us before the deadline, in the event of any changes required due to 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 (see page 2). 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, Wollongong UniCentre will not be liable for any costs incurred by the advertiser.
• The prices, dates and artwork specs may be subject to change without notice prior to confirmation of booking.
• Artwork is not included in advertising placements.
• Due to the printing process, colours may vary slightly to original artwork supplied.
• Artwork will not be accepted in any other format other than specified above.
• Any product or service that is considered to be direct or indirect competition with UniCentre will be approved on a case by case basis.
• Advertising by any Telecommunications organisation must be approved by UniCentre Marketing staff, on a case-by-case basis. These organisations are only permitted to promote prepaid services and products sold through UniCentre retail outlets.