

# UAC Reach

## display advertising

### Brand awareness that drives student recruitment.

The UAC website is a trusted source of unbiased advice on university entry for applicants, potential applicants, students, teachers and parents. We've built a strong reputation in the tertiary sector for delivering market-leading resources without cost to our loyal online community.

Our Reach mission is to connect UAC applicants with brands that will help them to transition easily from one life phase to another.

Advertise on the UAC website and we'll introduce your brand to the lucrative student market, allowing you to connect and convert. Whether you want to drive brand awareness or generate leads, we'll tailor a display advertising package that is right for you.



## Results-based advertising



Generate  
**314,897**  
monthly impressions

Average  
**dwell time**  
of **4 mins**



Average CTR of  
**0.50%** on the  
course search **MREC**  
and key dates page

Average of  
**90 leads**  
per month



**157,961**  
monthly  
active users

Only pay  
for the  
**impressions**  
you get!



Reach allowed us to get the message out directly to eligible students in a fast and efficient way. Connecting with the right audience drove high engagement rates in an oversaturated market and ultimately converted into applications for us. I was impressed with the UAC Reach's teams willingness to work with us to fine-tune the audience profile and make sure it met our needs.



Chris Lewis  
UNSW

## The Reach difference

Advertise with Reach and you'll get so much more than an ad unit on our website. We'll spend time getting to know your brand and campaign objectives, regardless of your budget. We'll offer advice to optimise your campaign and send you detailed reporting unmatched in the current marketplace.

Invest in a Reach display advertising campaign, and you'll reap the benefit of our:



### Consultancy

Speak to us about your budget and objectives and we'll work with you to build the right package.



### Optimisation

We'll work with you to optimise your ad creatives, call to action and click-through address.



### Confirmation

We'll send you a confirmation email when your ads are live on the website.



### Delivery

We deliver your ads and monitor performance.



### Reporting

We will send you a fortnight and end of month report that analyses performance.



### Review

Depending on the size of your campaign, we'll organise a post-campaign review to give feedback and optimise future packages.



## The undergraduate student journey

Consider advertising on our website during these key periods to maximise results.

### April 2021

UAC applications open for semester 1, 2022.

### May to July

Students are actively researching their study options and spend much of their time on the UAC key dates and course search pages.

### August/September

Early bird closing. Students are in a rush to submit their UAC application and apply for early offers. We see the first significant spike in website traffic during this period.

### October/November

Students are actively applying for scholarships, and entry schemes.

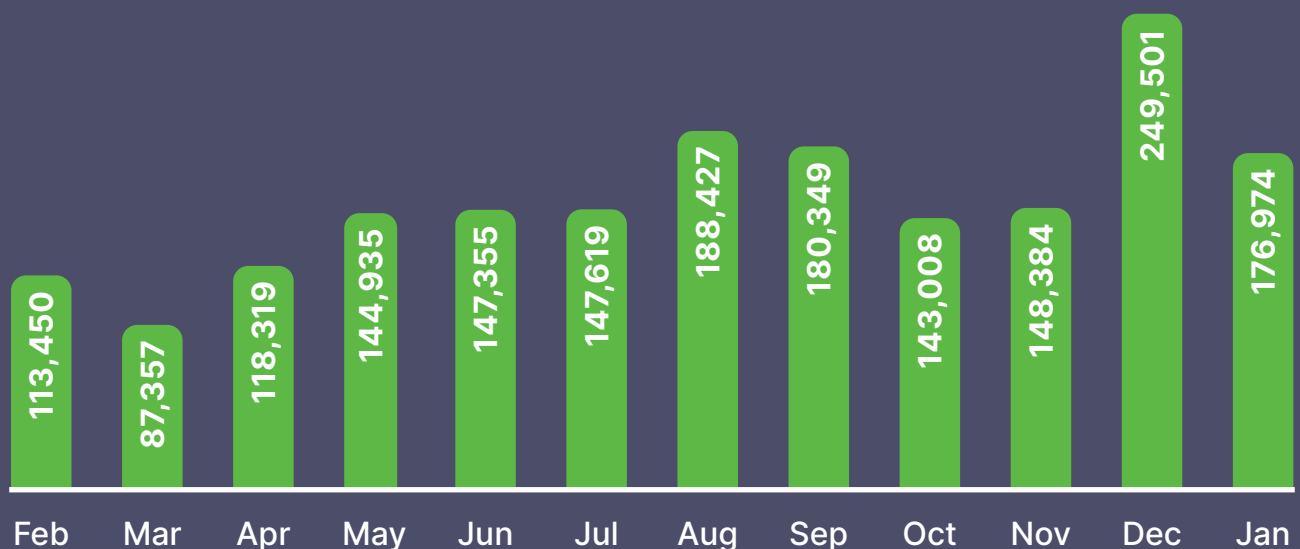
### December/January

Year 12 students receive their ATAR and wait for university offers in December Round 2 (the main offer round for Year 12 students) January Round 1 and January Round 2. December is the highest traffic month for our website.

### February/March

Year 12 students and undergraduate applicants who didn't receive an offer in the December and January offer rounds are looking for pathway courses to pursue.

## Website traffic



## Pricing

\$35 per mile (1,000 impressions)

Discounts are applied to display advertising packages

### Ultimate Web Package

Product	Location
MREC	Homepage
MREC	Course search
MREC	Key dates
Leaderboard or MREC	High traffic page
Leaderboard	Moderate traffic page
Predicted cost: \$6,270.00 100% SOV	

**10% discount**

### Impact Web Package

Product	Location
MREC	Homepage
MREC	Key dates
MREC	Course search
Leaderboard or MREC	High traffic page
Predicted cost: \$6,120.00 100% SOV	

**5% discount**

### Standard Web Package

Product	Location
MREC	Homepage
MREC	Course search
Leaderboard or MREC	High traffic page
Predicted cost: \$5,357.80 100% SOV	

**5% discount**

Speak to us about your budget:  
we can also offer run of site  
advertising options.

## Multi-month packages

Display advertising campaigns are billed monthly and any discount is applied to the monthly invoice. If you book a multi-month package and web package both discounts will be applied.



## Make a positive impact

UAC is a not-for-profit organisation that strives to help prospective students access their potential through higher education. All advertising profits are filtered back into the organisation, furthering our ability to provide the admission services for which we're known.

To chat with the Reach team about student recruitment packages, contact:

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**REACH**

