



**UAC**

**REACH**



# UAC

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The Universities Admissions Centre (UAC) is Australia's largest tertiary admissions centre. We work with all the major higher education providers in NSW and the ACT and also provide services to universities in other states.

Each year, around 80,000 prospective tertiary students – many of them on the verge of completing Year 12 – invest in a UAC application. They're engaged, eager to explore their options and ready to listen.

We can help you reach them.

**100,000**

Offers made  
in each  
admissions year

**80,000**

Applications  
processed in  
20-21 admissions  
year (projection)

**68,673**

Year 12 students  
in 2020

**48,463**

Year 12  
applications

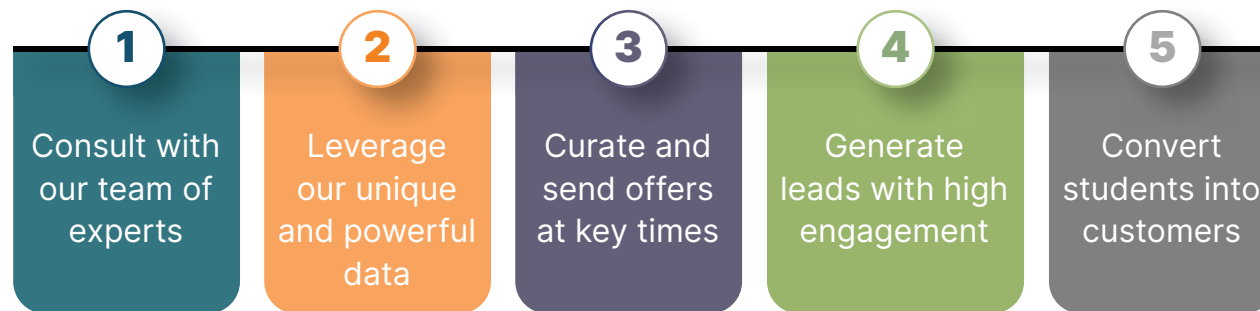


# Reach

UAC Reach offers our clients the opportunity to communicate directly with young, motivated buyers through a tailored email marketing campaign.

Just three times per year, we'll be sending our target applicants a bundle of valuable product offers aimed at helping them in their exciting transition to independence. From technology and media to financial services and entertainment, they're ready to buy.

Using our granular applicant data and evidence-based understanding of student behaviour, UAC Reach can help you convert our applicants into your customers.



<b>23.5%</b> Industry average EDM open rate	UAC EDM open rate <b>40%</b>	<b>5.5%</b> Industry average EDM CTR	UAC EDM CTR <b>10%</b>
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## What's included + Benefits List:

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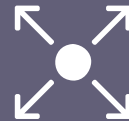
Your business offering featured in a tailored email marketing campaign delivered to all applicants with marketing consent (approx. **audience of 50,000 students**).



Convert students into lifelong customers



Deliver product offers into the hands of motivated buyers



Take advantage of the trusted UAC brand to disseminate offers to students



Engage with an audience at the start of their adult journey



Reach fresh applicant cohorts year-on-year



Assist students as they transition to independence



# 2021 and 2022 Reach Bundles

Minimum share of voice	Price - per partnership
 <b>25%</b>	 <b>\$50,000</b>
	<b>\$100</b> per redemption of offer

## Scale the Mountain Bundle September

### Timing:

Sent just before the early bird deadline, Year 12 students are rushing to get their applications in before 30 September 2021.

### Message:

As students focus on their studies, take the opportunity to foster their physical and mental wellbeing so your brand can drive conversions with the right offer at the right time.



## Take the Next Step Bundle December

### Timing:

Now that they have their ATAR, students are gaining independence and making important decisions for their future.

### Message:

Now is the time to offer helpful resources, products, insights and discounts to motivate early product adoption and brand loyalty.



## Uni Ready Bundle February

### Timing:

UAC applicants have accepted their offers and are excitedly preparing to attend university for the first time.

### Message:

Capture the attention of students with deals and discounts to help them transition from school to university.

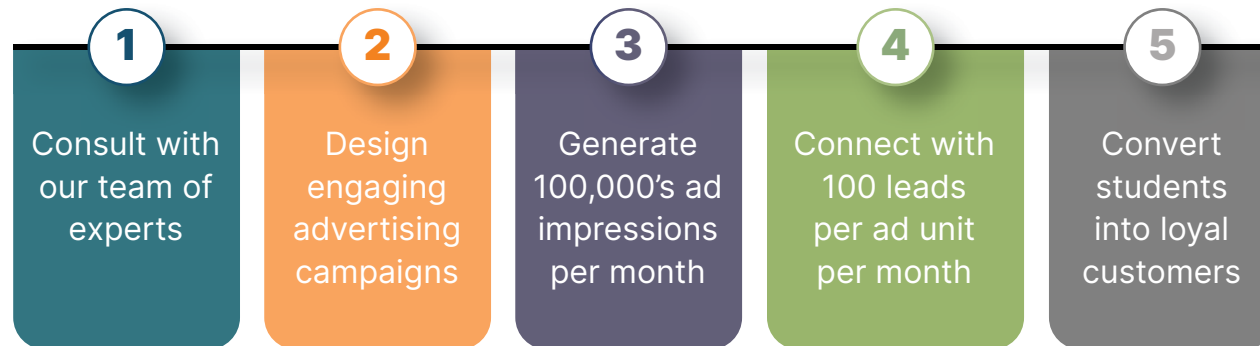


# Reach Display Advertising

With hundreds of thousands of monthly page views, uac.edu.au is a trusted source of unbiased advice for students, parents, and teachers, researching higher education opportunities.

Display advertising on our site is an easy and effective way to speak directly to the lucrative student and influencer market, presenting enticing brand offers to transform our website visitors into your life-long customers.

Whether you want to drive brand awareness or generate warm leads to your website, we'll design an advertising package to meet your unique needs.



<b>100,548</b> monthly users	MREC on course search <b>CTR 0.50%</b>	<b>4 MINS</b> Dwell time	homepage ad impressions per month <b>120,000</b>
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# What you will get:

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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, whether your budget is big or small. We'll offer advice to optimise your campaign and send you detailed reporting unmatched in the current marketplace.



Your brand in front of 100,00's NSW and ACT students, applicants and influencers per month



Drive leads to your website with enticing offers



Align yourself with the trusted UAC brand at a critical moment in the customer journey



Engage with students and influencers eager for offers to ease the transition from school to university



Transform students into loyal customers



# Display advertising price – February to November

Ad Unit	Placement	CPM	Avg Impressions per month (Feb-Nov)	Price per month (based on avg)
MREC	Homepage	\$35	126,122	100% SOV (1 advertiser) = \$4,414.30
				50% SOV (2 advertisers) = \$2,207.15
				25% SOV (4 advertisers) = \$1,103.60
MREC	Key Dates Page	\$35	22,653	100% SOV (1 advertiser) = \$792.85
				50% SOV (2 advertisers) = \$396.45
				25% SOV (4 advertisers) = \$198.20
MREC	Course Search Page	\$35	25,000	100% SOV (1 advertiser) = \$875.00
				50% SOV (2 advertisers) = \$437.50
				25% SOV (4 advertisers) = \$218.75
Leaderboard	High Traffic Page	\$35	10,000	100% SOV (1 advertiser) = \$350.00
Leaderboard	Moderate Traffic Page	\$35	5,000	100% SOV (1 advertiser) = \$175.00



# Display advertising price – December to January

Ad Unit	Placement	CPM	Avg Impressions per month (Dec-Jan)	Price per month (based on avg)
MREC	Homepage	\$35	246,109	100% SOV (1 advertiser) = \$8,613.82
				50% SOV (2 advertisers) = \$4,306.90
				25% SOV (4 advertisers) = \$2,153.45
MREC	Key Dates Page	\$35	84,580	100% SOV (1 advertiser) = \$2,960.30
				50% SOV (2 advertisers) = \$1,480.15
				25% SOV (4 advertisers) = \$740.00
MREC	Course Search Page	\$35	49,055	100% SOV (1 advertiser) = \$1,716.95
				50% SOV (2 advertisers) = \$858.50
				25% SOV (4 advertisers) = \$429.25
Leaderboard	High Traffic Page	\$35	30,000	100% SOV (1 advertiser) = \$1,050.00
Leaderboard	Moderate Traffic Page	\$35	15,000	100% SOV (1 advertiser) = \$525.00

# Recommended Placements

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

**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**

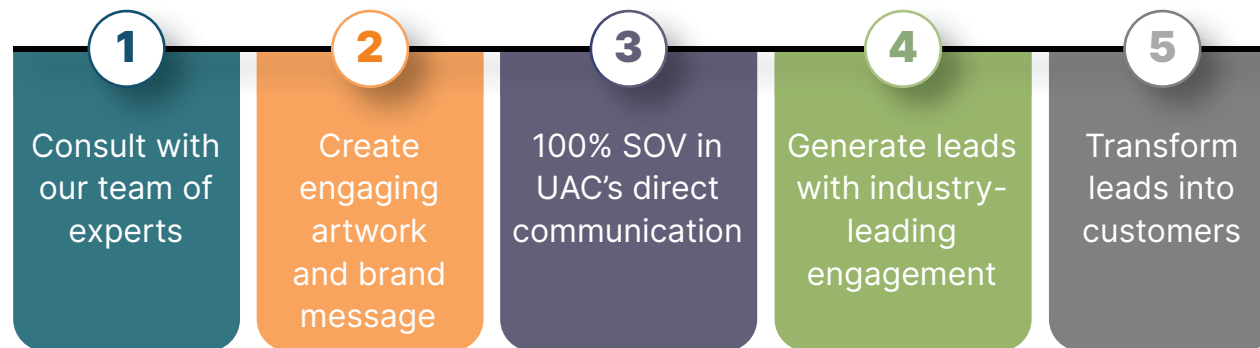


# Reach Sponsored Communication

At UAC, we understand students better than anyone, and that's why we're experts at mapping the student journey.

We've identified three critical times in the admission cycle from May through to July, where your brand can purchase a leaderboard in one or multiple UAC communications and send exclusive offers to almost 100,000 Year 12 students and UAC applicants.

Seize the opportunity to stand out from your competitors with 100% SOV in the NSW and ACT youth market at a pivotal time in the student's decision-making process.



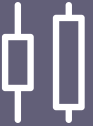
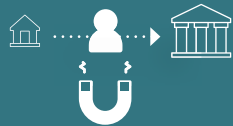




<b>24.90%</b> Industry average EDM open rate	UAC comms open rate <b>60%</b>	<b>5.5%</b> Industry average EDM CTR	EDM CTR <b>14.50%</b>
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# What's included + Benefits List:

Your brand offer featured in a leaderboard ad unit delivered to almost 100,000 Year 12 students and UAC applicants (**approx. 78,000 students**)

 <p>Exclusivity for your brand in front of NSW and ACT students and applicants</p>	 <p>Deliver product offers into the hands of motivated buyers</p>	 <p>Align yourself with the trusted UAC brand at a critical moment in the customer journey</p>
 <p>Engage with students as they transition from school to university</p>	 <p>Reach a new cohort of applicants each year</p>	 <p>Transform students into loyal customers</p>


<p><b>100%</b> SOV Price – per email sponsorship <b>\$20,000</b></p>	<p><b>\$100</b> per redemption offer</p>
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### Timing

<b>May</b>	UAC informs students about the resources they can access to help them navigate Year 12 and university entry
<b>June</b>	UAC alerts Year 12 students to key dates in the 2021-22 admission cycle.
<b>July</b>	UAC encourages students to apply for scholarships and entry schemes.

# Product mockups:


## Reach bundles



PARTNER OFFERS

Dear <student>,

We know that you have big things ahead with UAC's early bird closing and your HSC exams fast approaching. During this busy period, it's important to take care of your physical and mental wellbeing. We've got some offers from our Corporate partners that will help you!




**The Pilates Space**

**Improve your wellbeing today**  
Free 7 day pass

Offer ends on Monday, 20th Dec, use the coupon code below:

UACEDIT

Shop now




**Milligram books**

**Get 25% off a wide range of books and stationary**

Offer ends on Monday 20th Dec, discount will be applied automatically when shopping through the link below.

Shop now



**Wardrobe**

**\$15 off The Wardrobe**


You'll get your \$15 credit with The Wardrobe when you sign up with your student ID.

Sign up now


You are receiving this email because you are a user of UAC's products or services. If you do not wish to receive further e-mails like this, click here to [unsubscribe](#)

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## Sponsored communication



### UAC Update



**Large text heading**

Dear [firstname, fallback=student],

**Subheading**

Aenean in nisi venenatis mi tristique viverra. Nam ante enim, molestie sed libero quis, auctor rhoncus felis. Nam arcu ipsum, mollis ac ornare laculis, pellentesque id estim. Fusce volutpat dolor venenatis mi hendrerit tincidunt. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Praesent nec nulla id tellus auctor congue eget in ante.

**\$50 off and free express delivery\***

Complete your purchase on selected devices using the code "UACStudent" SHOP NOW

**Subheading**

Quisque sollicitudin nec ligula sed lobortis. Donec tempus est du, in fribus ipsum tristique et. Nam dictum, urna vel volutpat sodales, elit enim interdum nibbi, nec laoreet ligula mi vel lorem. Nulla pharetra sollicitudin lorem. In venenatis, nisi at mattis porttitor, enim nulla egestas sem, quis varius velit ex vitae enim. Nunc at placerat urna, id tempor nisi. Sed sit amet fermentum purus. Nunc bibendum diam aliquam fermentum facilisis.

This is a button


Kind regards,  
Kim Paino  
General Manager  
Marketing and Engagement

### Key dates


00 Dec 2020 - 00:00PM	Important release details
00 Dec 2020 - 00:00PM	Important release details
00 Dec 2020 - 00:00PM	Important release details
00 Dec 2020 - 00:00PM	Important release details
00 Dec 2020 - 00:00PM	Important release details

**Resources**

Item 1	Item 4
Item 2	Item 5
Item 3	Item 6



Phone  
+61 2 9752 0200



From overseas  
+61 2 9752 0200

NOTE: If you are not in Year 12 in 2020, you may have received this because you are studying one or more courses ahead of Year 12. In this case, please disregard this email.

UAC recognises the importance of protecting personal information. For details read our [privacy policy](#).

You have been added to our Year 12 student database so we can contact you with relevant information about study options. If you would prefer to opt-out, email us at [comms@uac.edu.au](mailto:comms@uac.edu.au) requesting that we remove you from this database.



## Contact

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UAC can target niche student groups and deliver motivated buyers. So, whether you need to start a conversation about your brand or promote a new product or service, your audience is ready.

To chat to the UAC Reach team about customer recruitment packages, contact:

**David Velik – Business Solutions Consultant**

**T: 0408 394 477**

**E: [david.velik@uac.edu.au](mailto:david.velik@uac.edu.au)**

