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.

1. Consult with our team of experts
2. Leverage our unique and powerful data
3. Curate and send offers at key times
4. Generate leads with high engagement
5. Convert students into customers

23.5% Industry average EDM open rate
40% UAC EDM open rate
5.5% Industry average EDM CTR
10% UAC EDM CTR
What’s included + Benefits List:

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

<table>
<thead>
<tr>
<th>Bundle</th>
<th>Timing</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scale the Mountain Bundle</td>
<td>September</td>
<td>Sent just before the early bird deadline, Year 12 students are rushing to get their applications in before 30 September 2021. 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.</td>
</tr>
<tr>
<td>Take the Next Step Bundle</td>
<td>December</td>
<td>Now that they have their ATAR, students are gaining independence and making important decisions for their future. Now is the time to offer helpful resources, products, insights and discounts to motivate early product adoption and brand loyalty.</td>
</tr>
<tr>
<td>Uni Ready Bundle</td>
<td>February</td>
<td>UAC applicants have accepted their offers and are excitedly preparing to attend university for the first time. Capture the attention of students with deals and discounts to help them transition from school to university.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum share of voice</th>
<th>Price - per partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td>$100 per redemption of offer</td>
</tr>
</tbody>
</table>
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.

1. Consult with our team of experts
2. Design engaging advertising campaigns
3. Generate 100,000's ad impressions per month
4. Connect with 100 leads per ad unit per month
5. Convert students into loyal customers

100,548 monthly users

MREC on course search

CTR 0.50%

4 MINS Dwell time

homepage ad impressions per month

120,000
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.

What you will get:

Your brand in front of 100,000'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

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Placement</th>
<th>CPM</th>
<th>Avg Impressions per month (Feb-Nov)</th>
<th>Price per month (based on avg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC</td>
<td>Homepage</td>
<td>$35</td>
<td>126,122</td>
<td>100% SOV (1 advertiser) = $4,414.30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50% SOV (2 advertisers) = $2,207.15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25% SOV (4 advertisers) = $1,103.60</td>
</tr>
<tr>
<td>MREC</td>
<td>Key Dates Page</td>
<td>$35</td>
<td>22,653</td>
<td>100% SOV (1 advertiser) = $792.85</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50% SOV (2 advertisers) = $396.45</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25% SOV (4 advertisers) = $198.20</td>
</tr>
<tr>
<td>MREC</td>
<td>Course Search Page</td>
<td>$35</td>
<td>25,000</td>
<td>100% SOV (1 advertiser) = $875.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50% SOV (2 advertisers) = $437.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25% SOV (4 advertisers) = $218.75</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>High Traffic Page</td>
<td>$35</td>
<td>10,000</td>
<td>100% SOV (1 advertiser) = $350.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Moderate Traffic Page</td>
<td>$35</td>
<td>5,000</td>
<td>100% SOV (1 advertiser) = $175.00</td>
</tr>
</tbody>
</table>
## Display advertising price – December to January

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

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Location</th>
<th>Location</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC</td>
<td>Homepage</td>
<td>MREC</td>
<td>Homepage</td>
</tr>
<tr>
<td>MREC</td>
<td>Course search</td>
<td>MREC</td>
<td>Key dates</td>
</tr>
<tr>
<td>MREC</td>
<td>Key dates</td>
<td>MREC</td>
<td>Course search</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>High traffic page</td>
<td>Leaderboard</td>
<td>High traffic page</td>
</tr>
<tr>
<td>or MREC</td>
<td></td>
<td>or MREC</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Moderate</td>
<td>Predicted cost: $6,120.00 100% SOV</td>
<td></td>
</tr>
<tr>
<td>or MREC</td>
<td>traffic page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Predicted cost: $6,270.00 100% SOV</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10% discount

5% discount

5% discount

Recommended Placements

Ultimate Web Package

Impact Web Package

Standard Web Package

Predicted cost: $5,357.80 100% SOV
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.
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)

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

100% SOV Price – per email sponsorship

$20,000

$100 per redemption offer

Timing

May
UAC informs students about the resources they can access to help them navigate Year 12 and university entry

June
UAC alerts Year 12 students to key dates in the 2021-22 admission cycle.

July
UAC encourages students to apply for scholarships and entry schemes.
Reach bundles

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, 29th Dec. Use the coupon code Pilates

Shop now

Get 25% off a wide range of books and stationary
Offer ends on Monday, 29th Dec. Discount will be applied automatically when shopping through the link below.

Shop now

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

Sign up now

Sponsored communication

UAC Update

Large text heading
Dear [Student] (Surname),

Key dates
- 30 Nov – 20 Dec: Important release details
- 05 Dec – 20 Dec: Important release details
- 06 Dec – 20 Dec: Important release details
- 07 Dec – 20 Dec: Important release details

Resources

© 2023 Universities Admissions Centre (UAC) & ACT Pty Ltd. Terms & Privacy

Reach bundles

Sponsored communication
Contact

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