UAC REACH
MEDIA KIT

A targeted approach to student engagement and brand awareness
UAC, Australia’s largest tertiary admissions centre, is a trusted business partner to 32 participating institutions, including universities, colleges, and other higher education providers.

2018 Application and Offer Statistics

- **95,791** offers made
- **62,000** offers made to Year 12 students
- **28,000** offers made to non-Year 12 students
- **85,000+** applications received
- **56,127** students given an ATAR
- **75.5%** of non-Year 12 applicants 24 years and under

NSW First Preferences by Field of Study

- **22%** Society and Culture
- **20%** Health
- **15%** Management and Commerce
- **10%** Natural and Physical Sciences
- **8%** Engineering and Related Technologies
UAC Reach provides a unique opportunity to engage, influence and convert applicants making decisions about their future. With an unmatched archive of verified student data, your institution can create targeted campaigns that always reach the right audience.

Exceed your marketing objectives – drive student engagement, build brand awareness and create targeted messages by investing in a campaign with UAC Reach.

**What you will get:**
- Data-driven insights that support informed decision-making, so you can maximise the success of your campaigns
- A forum to speak to your intended target audience early
- Ongoing strategic support to help you get the best return on your investment
- An engaged and invested market most likely to respond to your campaigns and interact with your brand

**AUDIENCE REACH**
Trusted by 85,000+ applicants each year, UAC has the perfect platform to help education providers and other organisations reach students with their marketing messages.

**UNIQUE INSIGHTS**
Rely on our sophisticated data to drive student engagement, deliver customised marketing messages and understand the performance of your current strategy.

**SINGLE OR MULTI-CHANNEL CAMPAIGNS**
Deliver targeted campaigns to school leavers and prospective students considering university or college.
With over 6.1 million annual page views, UAC’s website and course search are trusted sources of impartial advice for students researching tertiary education, at either undergraduate or postgraduate level.

**What you will get:**
- Targeted display ads placed on UAC’s high traffic webpages
- Detailed reports on ad performance to inform future optimisation
- Access to a highly engaged group of potential students researching higher education
- Tailored ads to appeal to your target market

**WEBSITE DISPLAY ADVERTISING**
REACH THE RIGHT PEOPLE AT THE RIGHT TIME.
Connect with your future students by sharing information about your institution and the courses, scholarships and opportunities you have on offer. This is your chance to create engaging content that will be read by the right audience every time.

**What you will get:**
- Brand awareness and engagement with potential students earlier than your competition
- Multiple channels through which to share important information about your institution, courses, scholarships and open days
- A highly engaged audience, directly focused on your marketing messages
- Detailed reports demonstrating the success of your campaign
- Creative freedom to ensure your marketing messages stand out

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**MONTHLY PAGE VIEWS**

![Graph showing monthly page views](chart.png)
EMAIL CAMPAIGNS

TALK TO YOUR FUTURE STUDENTS USING TARGETED ELECTRONIC DIRECT MAILING.

Our student audience, unrivalled data and industry-leading response rates make it easy to get your messaging in front of an engaged audience making decisions about their future studies.

**What you will get:**
- A targeted group of prospective students most likely to engage with your institution
- UAC Reach team expertise to tailor messages for a select audience to help you get the most bang for your buck
- Your audience defined by age, gender, location and HSC subjects studied
- Freedom to use your own brand and get in front of your target market

**AUDIENCE TARGETING**

<table>
<thead>
<tr>
<th>AGE</th>
<th>GENDER</th>
<th>REGION</th>
<th>HSC SUBJECTS STUDIED</th>
</tr>
</thead>
</table>

Ask us for more details about targeting by academic achievement, status of application and more through our bespoke data insights service.

**POTENTIAL AUDIENCE: 93,539**

- **Average click through rate 11%**
  - 9% above industry standard
- **Average open rate 39%**
  - 17% above industry standard

**LOOKING FOR SOMETHING ELSE?**

TALK TO US ABOUT SMS, DIRECT MAIL OR OTHER OPTIONS.
Deliver the right message to future students, student mentors and industry experts that have subscribed to one of our newsletters.

What you will get:
- A banner ad or sponsored content in a newsletter sent to highly engaged subscribers
- Detailed reports on ad or content performance to support future optimisation
- Increased brand awareness in schools and among education professionals
- Creative freedom to display ads that will appeal to your target market
WEBSITE DISPLAY ADVERTISING: DESKTOP

HOMEPAGE
- Billboard 970 x 250px (available on homepage only)
- Leaderboard 728 x 90px

HIGH TRAFFIC PAGES
- Leaderboard 728 x 90px (top third)
- Sponsored content

COURSE SEARCH
- Medium rectangle 300 x 250px
WEBSITE DISPLAY ADVERTISING: MOBILE

**HOMEPAGE**

- Mobile billboard 320 x 100px
- Medium rectangle 300 x 250px
- Mobile leaderboard 320 x 50px

**COURSE SEARCH**

- Search for 2019-20 undergraduate courses
  - Keyword search
  - Course code
  - Course name

  **Filter options**
  - Courses (and 2020 start dates) will be added progressively throughout the admission year. Courses may also be cancelled and course details are subject to change – Please check back regularly.

  **January Round 1 ATAR profiles**

  - Key Dates
  - 0 Favourites
Creatives sent to us must be high resolution static JPG and PNG files. Creatives and content will not be accepted if they contain any reference to drugs, alcohol, nudity, racism or profanity.

Campaign content must be sent through at least one week prior to campaign execution.

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Medium rectangle</th>
<th>Billboard</th>
<th>Sponsored content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>300 x 250px</td>
<td>970 x 250px</td>
<td>485 x 380px</td>
</tr>
<tr>
<td>Files accepted</td>
<td>Only static JPG and PNG</td>
<td>Only static JPG and PNG</td>
<td>Only static JPG and PNG</td>
</tr>
<tr>
<td>Maximum file size</td>
<td>400KB</td>
<td>400KB</td>
<td>400KB</td>
</tr>
<tr>
<td>Lead time</td>
<td>One week</td>
<td>One week</td>
<td>One week</td>
</tr>
<tr>
<td>Click URL</td>
<td>Destination URL</td>
<td>Destination URL</td>
<td>Destination URL</td>
</tr>
</tbody>
</table>

Article length
No longer than 600 words
Discover the effectiveness of your campaign with an overall performance report. Understand whether your marketing strategies are going in the right direction, as well as how to optimise them.

**What you will get:**
- Mid- and post-campaign report detailing digital display metrics for ads and sponsored content
- 24-hour and 7-day report on electronic direct mail and newsletter opens, click through rate and link activity
- Quantitative data that will help you tailor future campaigns with UAC Reach.
# Pricing

### Website Display Advertising

<table>
<thead>
<tr>
<th>Location</th>
<th>Duration</th>
<th>SOV*</th>
<th>Price (ex GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard Homepage (top third)</td>
<td>1 month</td>
<td>20%</td>
<td>$5,000</td>
</tr>
<tr>
<td>Leaderboard Homepage (bottom third)</td>
<td>1 month</td>
<td>100%</td>
<td>$2,000</td>
</tr>
<tr>
<td>Leaderboard High traffic page (top third)</td>
<td>1 month</td>
<td>100%</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium rectangle Course search (top third)</td>
<td>1 month</td>
<td>20%</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Sponsored Content

<table>
<thead>
<tr>
<th>Location</th>
<th>Duration</th>
<th>SOV*</th>
<th>Price (ex GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial (600 words) News Centre</td>
<td>1 month</td>
<td>100%</td>
<td>$2,000</td>
</tr>
<tr>
<td>Content promo website High traffic page</td>
<td>1 month</td>
<td>20%</td>
<td>$1,000</td>
</tr>
<tr>
<td>Content promo UAC newsletter Directions or UAC News</td>
<td>1 send</td>
<td>100%</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Newsletters

<table>
<thead>
<tr>
<th>Location</th>
<th>Duration</th>
<th>SOV*</th>
<th>Price (ex GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard UAC News email</td>
<td>1 send</td>
<td>50%</td>
<td>$1,000</td>
</tr>
<tr>
<td>Leaderboard Directions email</td>
<td>1 send</td>
<td>50%</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Email Campaigns

- **Per recipient** from $4 1 send 100%
- **Per open** from $5 1 send 100%
- **Per action†** $90 1 send 100%

### Peak Pricing

Price on application during peak periods between 16 and 24 December 2019 and 9 and 11 January 2020. Please note that display advertising will not be available on the website during a 6-hour period on ATAR release day, Tuesday 17 December.

### Notes

- SOV: potential share of voice if all ad spaces are booked
- Action cost based on click through to client website

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* Minimum spend per email campaign $10,000
Discounts (excludes email campaigns and peak periods)

<table>
<thead>
<tr>
<th>Purchase any 3 products</th>
<th>10% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase any 4 products</td>
<td>12% discount</td>
</tr>
<tr>
<td>Purchase any 5 products</td>
<td>15% discount</td>
</tr>
</tbody>
</table>

Package suggestions

### IMPACT WEB PACKAGE

<table>
<thead>
<tr>
<th>Product</th>
<th>Location</th>
<th>Duration</th>
<th>Price (ex GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Homepage</td>
<td>1 month</td>
<td>$11,050</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>High traffic page</td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>Course search</td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td>Sponsored content</td>
<td>News Centre section</td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td>Content promo</td>
<td>High traffic page</td>
<td>1 month</td>
<td></td>
</tr>
</tbody>
</table>

**Value** $13,000

### STANDARD WEB PACKAGE

<table>
<thead>
<tr>
<th>Product</th>
<th>Location</th>
<th>Duration</th>
<th>Price (ex GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Homepage</td>
<td>1 month</td>
<td>$6,300</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>High traffic page</td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>Course search</td>
<td>1 month</td>
<td></td>
</tr>
</tbody>
</table>

**Value** $7,000

### NEWSLETTER PACKAGE

<table>
<thead>
<tr>
<th>Product</th>
<th>Location</th>
<th>Duration</th>
<th>Price (ex GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored content</td>
<td>News Centre section</td>
<td>1 month</td>
<td>$3,600</td>
</tr>
<tr>
<td>Content promo</td>
<td>High traffic page</td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>UAC News or Directions</td>
<td>1 send</td>
<td></td>
</tr>
</tbody>
</table>

**Value** $4,000
UAC REACH PROGRAM
- All advertising should be in accordance with the Australian Advertising Code of Ethics.
- UAC reserves the right to discontinue the distribution of a client’s ad units if they no longer align with the UAC Reach program ethical principles outlined at uac.edu.au/reach.
- UAC maintains the right to approve and control the style and content of advertisements. In general, UAC will encourage advertisements that relate to matters affecting the life of students, refer to environmentally sound matters and promote good health.
- UAC retains the discretion to accept advertisements from higher education suppliers and associated relevant services.
- Institutions that do not have a business partnership with UAC may not advertise with UAC Reach unless they become a partnering education provider.
- Institutions participating in the UAC Reach program must not have any content on their website that will negatively impact the UAC brand or encourage applicants not to use UAC’s services.
- UAC will not share customer contact details with any clients or other external organisations.

AD PLACEMENT – UAC PUBLIC WEBSITE
- Standard advertisements refer to static display ads embedded on websites or ads in printed or digital publications.
- For digital ads, UAC uses IAB standard ad units, including billboard banner, leaderboard, inline, medium rectangle, half pages and large mobile banner.
- Billboard banners will only be available on the homepage and appear under the first promo box with up to five advertisers to appear at any given time. Ads will appear randomly.
- Medium rectangle ads will only be available on the course search results page and will appear on the left-hand side under the search filter box. Up to five advertisers will appear at any given time and ads will appear randomly.
- Leaderboard ads will appear on relevant pages below the first content block and at the bottom of the homepage with only one advertiser per ad space.
- An advertiser may not purchase more than three digital display ads, one sponsored content advertorial and one promo block in a 28-day period.

SPONSORED CONTENT
- Clients and approved advertisers can provide sponsored content to appear on the homepage, News Centre section and other selected pages across the website, except on pages under the institution profiles section of the site.
- Sponsored content can include but is not limited to news articles.
- UAC maintains the right to approve and control the style of sponsored content and ensure content provides useful information to readers.
- Sponsored content will be easily identified to enable easy differentiation from UAC’s own web content.
- Sponsored content promo blocks will appear on relevant high traffic pages (as agreed with client) and will contain a thumbnail image, header, blurb and link to the news article on the UAC website.

EMAIL CAMPAIGNS
- Emails will be sent in accordance with the provisions of the Spam Act 2003 (Cth).
- Emails cannot be sent without permission (or consent), must contain the name and contact details of the sender (UAC) and the authoriser (client), and must contain an opt-out or unsubscribe feature.
- UAC on behalf of clients will not send more than one email per fortnight or one email per week in peak periods to an individual.

NEWSLETTERS
- **Leaderboard**: ads to appear within both Directions and UAC News newsletters with up to three allowed per edition.
- **Sponsored content**: promo item to appear with a link to the sponsored article on the website.

EXCLUSIONS
UAC will not place ads or sponsored content on the following:
- Application and offer emails to applicants
- ATAR and offer portals
- Undergraduate, international and postgraduate application portal
- Course descriptions
- Educational Access Scheme application
- Schools Recommendation Schemes application
- Equity Scholarship application.

BOOKING AND PAYMENT TERMS
- To secure a booking, clients must return the relevant booking form and pay the invoice amount no later than 10 business days prior to the scheduled publish date.
- Email campaigns will be invoiced in two parts. The first invoice will include only the cost of the recipient list. The number of recipients may vary by up to 5% when sent. The second invoice will include the cost of actual opens and actions. The estimate provided on the booking form is only a guide and may not reflect the second invoice amount.
- In the event of a cancellation after an invoice has been issued by UAC and has fallen due, UAC will require full payment and no refunds will be granted.
UAC is a not-for-profit organisation that strives to support potential students interested in higher education. Revenue enables us to improve our services and help future students and their advisers.

Find out more about UAC Reach, including our ethical principles and guidelines, at uac.edu.au/reach.

Email reach@uac.edu.au to enquire or request a booking form.
ACCESS YOUR POTENTIAL.