UAC

Advertising +
Apply direct entry
2025

About our publications

Steps to Uni for Year 11 and 12 students

– Published in February each year, *Steps to Uni for Year 11 and 12 Students* is for prospective tertiary students in NSW and the ACT.

– It provides information about applying for tertiary study through UAC. It explains the ATAR and guides students through the process of applying to university, managing their application, accepting an offer and enrolling.

– In 2025, *Steps to Uni for Year 11 and 12 Students* will be distributed to students and teacher attend expos and information days.

Steps to Uni for Year 10 Students

– Published in May each year, *Steps to Uni for Year 10 Students* is a key publication for Year 10 students in NSW and the ACT choosing their courses for Years 11 and 12.

– Now in its 31st year of publishing, *Steps to Uni for Year 10 Students* is a valued resource.

– In 2025, *Steps to Uni for Year 10 Students* will again be distributed to all Year 10 students in NSW and the ACT.

Wide coverage

– Our print run for *Steps to Uni for Year 11 and 12 Students* will be 22,000 provided free of charge to Year 11 and 12 students in NSW and the ACT.

– Our print run for *Steps to Uni for Year 10 Students* has increased to 110,000, which we provide free to all Year 10 students in NSW and the ACT.

– Copies of our publications are also supplied to interstate schools, TAFE colleges, libraries and universities to reach all other potential applicants.

– With high pass-on rates to parents and other influencers, UAC's publications have an extremely long shelf-life and wide readership.

Invaluable resources

– Students can explore their options and ensure they are on the right track for university entry.

– As primary aids for teachers and student advisers, the S*teps to Uni for Year 11 and 12 Students* and *Steps to Uni for Year 10 Students* form the basis of classroom sessions, assemblies and parent evenings.

Digital footprint

– Digital editions of UAC's publications are available on the UAC website, providing access to an even wider audience.

– As a trusted source of information, UAC's website has a high volume of visitors each year, particularly at peak times in the admission cycle.

– UAC's social media channels and e-newsletters keep our key audience up to date and include relevant links to our website.

Website and course search

Website traffic

Each year the UAC website attracts over 1.2 million unique visitors to the home page, and more than 6.2 million across the whole site.

There are an average of 600,000 page views per month with peaks in December (1.8 million page views), January (1 million page views), August and September (around 800,000 page views in each).

Institution landing pages

Each participating institution has a custom landing page with a unique UAC url created to provide ease of access to admission information and course listings on the UAC website.

Apply direct institutions are also entitled to a landing page.

Landing pages offer branded images and a promotional blurb.

Course search

UAC's comprehensive online course search allows users to search for courses by keyword, institution, code and pattern of study.

Applicants are able to select and save favourite courses and then refer to them later when submitting an application.

UAC's Course Compass tool, designed to help students decide which uni courses to apply for, has an integrated course search function, allowing students to see courses under suggested fields of study. Visit uac.edu.au/coursecompass.
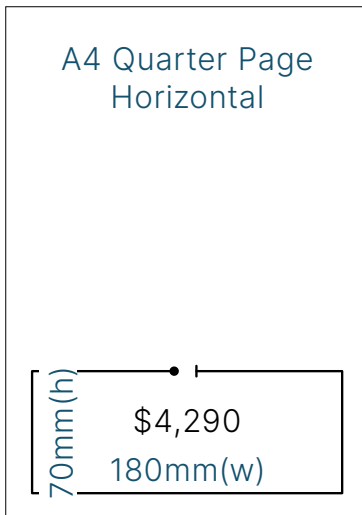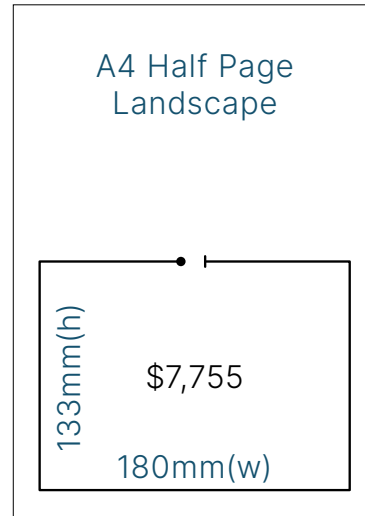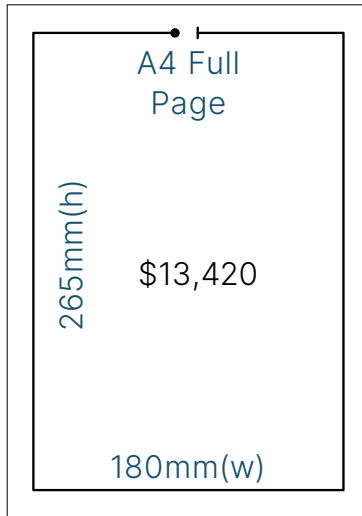
Quarterly reporting

UAC provides participating and apply direct institutions (upon request) with a quarterly report on the website traffic to their course description pages, allowing institutions to track interest in courses.

Advertising rates and options

Print advertisement sizes and rates

A4 Full Page
265mm(h)
$13,420
180mm(w)

A4 Half Page Landscape
133mm(h)
$7,755
180mm(w)

A4 Quarter Page Horizontal
70mm(h)
$4,290
180mm(w)

Inside Back Cover
297mm(h)
Price on application
210mm(w)

Discount

UAC participating and apply direct institutions are entitled to a 25% discount on our standard advertising rates.

Book an advertisiement in both publications to receive a 10% discount on the second advertisement.

Please note:
Rates quoted above include GST, but do not include commission for bookings received from advertising agencies.

Payment

Upon receipt of your completed booking form, UAC will issue a 7-day invoice for the full amount.

Payment must be received prior to publication of your advertisement.

Advertising specifications and guidelines

Technical specifications

Size (a 5mm bleed must be added to these sizes and no crop marks required)	A4 Full Page 180mm(w) x 265mm(h)
	A4 Half Page Landscape 180mm(w) x 133mm(h)
	A4 Quarter Page Horizontal 180mm(w) x 70mm(h)
	Inside Back Cover 210mm(w) x 297mm(h)
Font	– Must be converted to outline – Must be embedded
Images	– Minimum resolution – 300dpi – CMYK colour profile
Format accepted	Press-optimised PDF
Formats not accepted	– PDFs created using Word – Word document files – PowerPoint files – Excel files

Operational guidelines

Who can advertise in UAC publications?

UAC accepts advertisements from:

– institutions who are 'approved higher education providers' eligible to offer FEE-HELP (as defined by the Australian Government) or a university-owned private provider; and/or

– organisations who offer services relating to education.

In general, UAC will encourage advertisements relating to matters that positively affect the life of a higher education student.

Space available

No more than 10% of the publication will be available for advertising.

Placement of adverts

UAC retains the right to control the placement of all advertisements, which are subject to layout constraints and available space.

Advertising integrity

All advertising must be presented in accordance with the Australian Association of National Advertisers Code of Ethics available at aana.com.au/self-regulation/codes/.

UAC retains the right to approve and control the style and content of all advertisements.

Where information is presented as fact, it should be accurate and verifiable. No factual claim should be made which cannot be substantiated. Advertisers, not UAC, are responsible for information contained in advertisements.

Apply direct entry

What is an apply direct entry?

Apply direct is for institutions who manage their own application and admissions processes.

Entries includes:

– an institution profile containing your logo and banner image
– listing your courses on UAC's course search page

– a detailed course description for each of your courses listed with UAC.

Apply direct course descriptions

Detailed course information will be published on UAC's website through our easy-to-use online course search. It will include major standard headings such as 'Admission criteria' and 'Application procedures'. UAC will work with you to edit and style your course descriptions (a fixed fee per course applies – see 'Costs' on the next page).

Eligibility

To be included:

– your institution must be an 'approved higher education provider' eligible to offer FEE-HELP (as defined by the Australian Government) or a university-owned private provider
– courses must be at diploma level or higher, with HECS-HELP or FEE-HELP or VET FEE-HELP available to eligible students.

Apply direct costs and technical specifications

Costs

Listing fee: $13,575 per institution
Course entry: $2,730 per course

Example

If your institution includes two course entries:

Listing fee: $13,575
Course entry fee: $ 5,460 ($2,730 x 2)

Total: $19,035

All prices are inclusive of GST.

Payment

To secure an apply direct entry, a 50% deposit of the total cost of your entry is required. Within 14 days of receipt of your booking form, UAC will issue a confirmation/50% deposit pre-invoice advice, followed by a 7-day invoice for the deposit.

UAC will issue a pre-invoice advice in March for the outstanding amount, followed by a 7-day invoice for the outstanding amount (see Next steps for a clear timeline).

Technical specifications

Copy

All copy must be provided to UAC in Word format on the Word template provided by UAC (either a new template or your previous year's entry).

Logo

High resolution (300dpi); CMYK profile in jpg, tiff, pdf or eps format.

Images

– Banner 1600pix(w) x 300pix(h)
– Promotional space free 1/4 page (optional).

Sizes including 5mm bleed. No crop marks required.

High resolution (300dpi); CMYK colour profile in jpg, tiff, pdf or eps format.

Next steps – workflow and schedule

Advertising

Advertisers must use the booking form to secure an advertisement in a UAC publication. →	Thursday 30 January 2025 – for *Steps to Study forYear 11 and Students* Thursday 27 February 2025 – for *Steps to Study for Year 10 Students*
UAC will issue invoice. →	February 2025
Press-ready to specification advertisement required at UAC. →	Monday 3 February 2024 – for *Steps to Study for Year 11 and Students* Wednesday 26 March 2025 – for *Steps to Study for Year 10 Students*
Steps to Uni Year 11 and 12 booklet available. →	March 2025
Steps to Study for Year 10 Students available and sent to schools. →	May 2025

Apply direct

Institutions must use the booking form to secure an apply direct entry and confirm how many courses will be listed. →	Thursday 30 January 2025
UAC will then issue a 7-day invoice for the 50% deposit. →	February 2025
Provide institutions profile, logo, images, course list and updated course descriptions. →	Friday 14 February 2025
Sign-off institution profile and course descriptions for UAC for website. →	Wednesday 19 March 2025
UAC will issue a 7-day invoice for the remaining 50% of cost. →	March 2025
Institution information and course descriptions published on the UAC website. →	April 2025

2025 Advertising + apply direct entry

booking form

Send completed booking form and content to: publications@uac.edu.au

All content must be sent to UAC by the following dates.

Advertising artwork: Monday 3 February 2025 (for Year 11 and 12 booklet)
Wednesday 26 March 2025 (for Year 10 booklet)

Apply Direct entries: Friday 14 February 2025

Booking details

Advertiser/Institution name

ABN

Contact name

Email

Postal address

Telephone

Purchase order no/Booking ref no

Advertising options (please enter amounts required)

Steps to Uni for Year 10 Students

☐ A4 Full page $13,420 ☐ A4 Half page $7,755 ☐ A4 Quarter page horizontal $4,290

☐ A4 Inside back cover – price on application ☐ Multiple pages – price on application

Steps to Uni for Year 11 an 12 Students

☐ A4 Full page $13,420 ☐ A4 Half page $7,755 ☐ A4 Quarter page horizontal $4,290

☐ A4 Inside back cover – price on application ☐ Multiple pages – price on application

Apply direct entry options (please enter amounts required)

☐ Listing fee ($13,575 per institution) ☐ Course entries ($2,730 per course)

I have read and accept the Terms and Conditions. I am an authorised officer of the above-named advertiser/institution.

Name

Position

Signature

Date

Confirmation of booking/pre-invoice advice (to be completed by UAC)

An invoice will be sent to the contact name provided.

Steps to Uni for Year 10 Students

☐ A4 Full page $13,420	=	$	
☐ A4 Half page $7,755	=	$	
☐ A4 Quarter page horizontal $4,290	=	$	
☐ Inside back cover/multi pages	=	$	
☐ Less 10% discount (for ads in both)	=	$ –
	sub total	$	

Steps to Uni for Year 11 and 12 Students

☐ A4 Full page $13,420	=	$	
☐ A4 Half page $7,755	=	$	
☐ A4 Quarter page horizontal $4,290	=	$	
☐ Inside back cover/multi pages	=	$	
☐ Less 25% discount (if applicable)	=	$ –
	sub total	$	

Apply direct entry

☐ Listing fee $13,575 per institution	=	$	
☐ Course entries $2,730 per course	=	$	
	sub total	$	
	Total	$	
	50% deposit due	$	

Name	
Position	
Signature	
Date	

The above-named is an authorised officer of UAC.

Final payment pre-invoice advice (to be completed by UAC)

An invoice for the final outstanding payment will be sent to the contact name above.

Total	$	
Deposit paid	$	
Final amount due	$	

Name	
Position	
Signature	
Date	

The above-named is an authorised officer of UAC.

Terms and conditions

1 To secure an advertisement or an apply direct entry, an advertiser/institution must:

 (a) complete the relevant booking form in this brochure and send to UAC by the date stipulated on the form

 (b) make payment of the total cost of the advertisement within 7 days of receipt of an invoice sent by UAC

 (c) make payment of a 50% deposit of the total cost of the apply direct entry within 7 days of receipt of an invoice sent by UAC

 (d) provide all content to UAC by the date stipulated in this brochure.

2 UAC reserves the right to cancel an advertisement or an apply direct entry at any time where a breach of conditions 1(b) or (c) occurs or where UAC considers that an operational or reputational risk to the publication may occur.

3 In the event that a cancellation occurs (either by an advertiser or by UAC) and an invoice for a deposit has been issued by UAC and has fallen due, UAC will:

 (a) retain the entirety of any deposit paid, or

 (b) request payment of the outstanding deposit should the deposit not have been paid.

4 Advertisements and apply direct entries are subject to final approval by UAC. All decisions made by the Managing Director, UAC with regard to compliance with the Australian Association of National Advertisers Code of Ethics will be final. All decisions made by UAC regarding style, content and layout will be final.

5 UAC will not publish an apply direct entry until receiving sign-off by an authorised officer of an apply direct institution.

6 An apply direct entry is limited to an institution landing page on the UAC website and courses listed within the apply direct entry included in UAC's online course search. UAC will not manage or maintain online any changes to the apply direct entry or the courses listed within that entry once it has been signed off.

7 Advertisers/institutions, not UAC, are responsible for the verification of information contained in their advertisement/apply direct entry and are liable for all consequences of any incorrect information published.

8 All UAC invoice requests will be issued by an authorised officer of UAC.

Contact us

For more information about advertising products featured in this brochure, contact:

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