



Reach Media Kit 2022

Recruit future students faster than your competitors

Reach

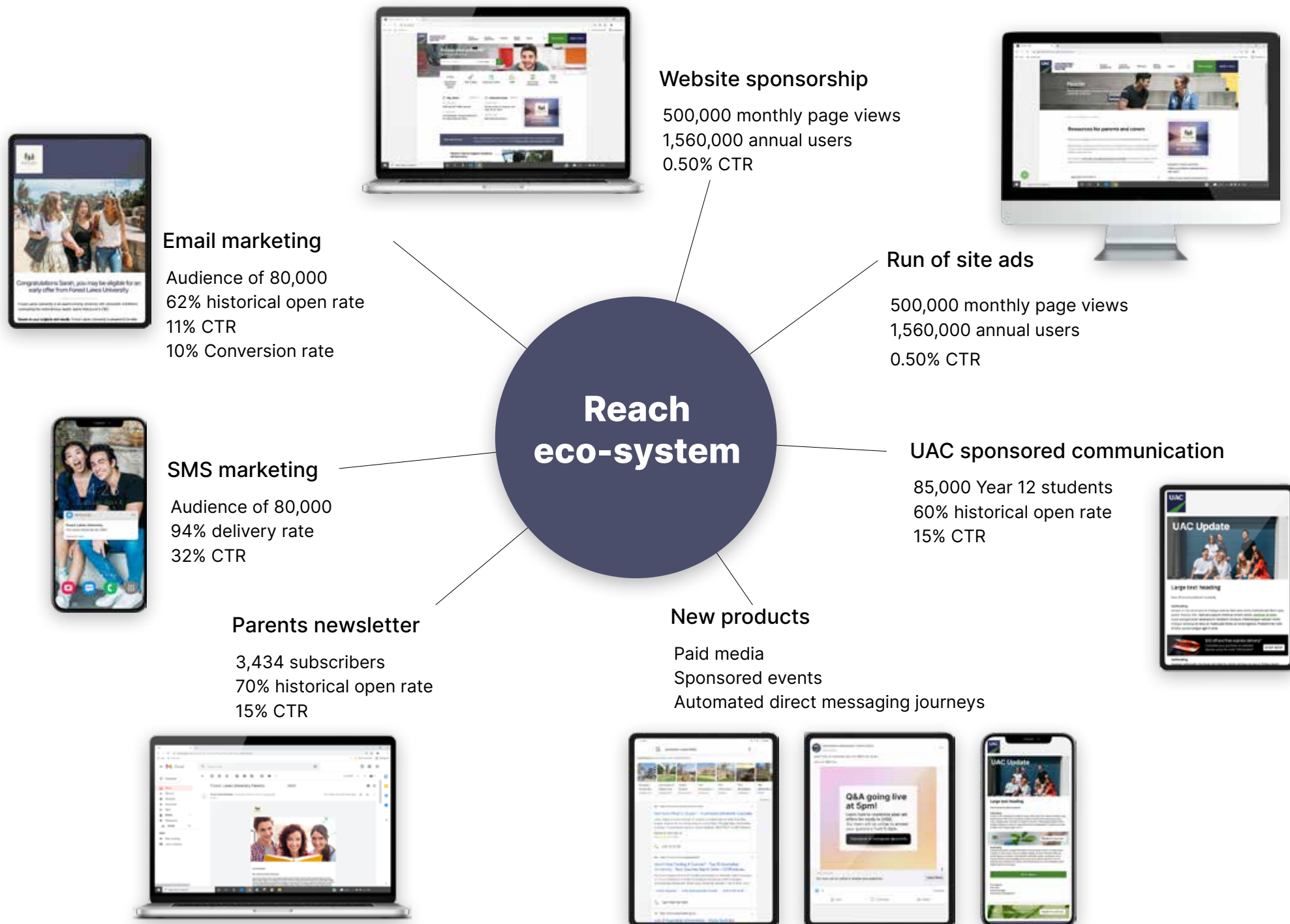
Reach connects you to hundreds of thousands of students, UAC applicants and influencers at the moments that matter most.

UAC Reach gives you access to a receptive audience of future students excited to unlock new career and lifestyle opportunities by pursuing higher education. Our audience is eager to receive your student recruitment messages as they prepare to make informed decisions for their future.

We build our marketing solutions on rich and detailed student and UAC applicant data, allowing us to deliver successful campaigns that consistently exceed industry averages by up to 400%.

It's all part of our mission to support our applicants and satisfy our partners: we execute data-driven campaigns that focus on getting the right student into the right course.





Work with us

**Everyone has a niche.
Let's discover yours.**

When you invest in a Reach campaign, you're securing direct access to your target audience at the most crucial stages of the applicant journey: from browsing our website to adding course preferences to the UAC application. Our team will take the time to understand your needs and sort through our granular applicant data to create a custom recipient list of students most likely to engage with your offer. Our data is unmatched anywhere in the Australian market.

Choose your targeting parameters to build your custom audience.

Application data



Year 12 subjects studied



Subject bands



Predicted ATAR or actual ATAR



Geographical location



School attended



Gender



School type



Socio-economic status



AI probability of offer tool



No offer



Deferred



Application status

Browsing habits



Page visits



Course search



Dwell time



Reach products

Direct messaging

Drive student recruitment by starting helpful conversations with your target market as they make important decisions about their tertiary education. Get them familiar with your institution, excited to attend your open days, ready to preference your courses and overjoyed when it's time to accept your offer.

Email stats

Open rate

63%
Reach average

25% Education
industry standard

CTR

11%
Reach average

4% Education
industry standard



SMS stats

Delivery rate

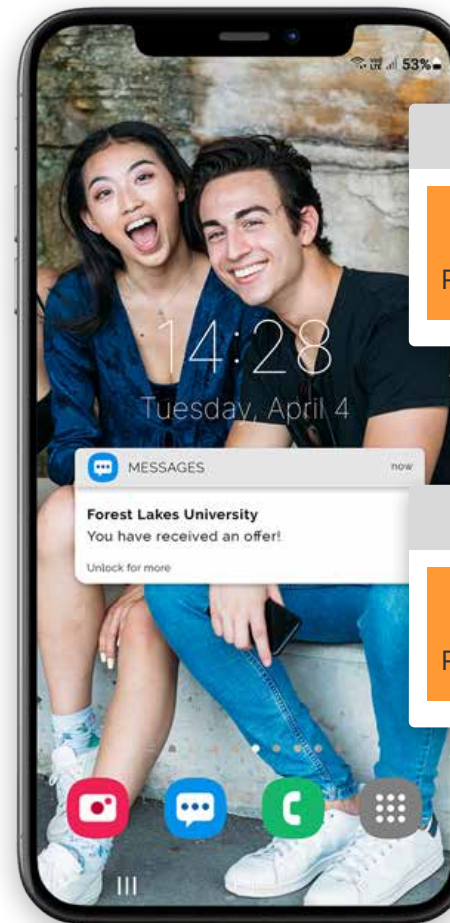
94%
Reach average

82% Education
industry standard

CTR

32%
Reach average

19% Education
industry standard



Reporting

Measuring ROI is essential to a marketer. That's why we provide in-depth reporting to help you understand the power of Reach in driving brand awareness and increasing conversions.

Reach partners

We provide you with in-depth reporting on campaign performance and tips for future optimisation if you execute a Reach direct message campaign with us.

Estimated opens and open rate %



Clicks and click-through rate %



Opens and clicks over time



Unique and total clicks on each link



Optimisation notes



The geographical location of recipients that click



Increased preferences



Preference ranking



The geographical location of preferences



Centralised partners

Centralised partners receive more in-depth reporting than Reach partners, as we can track conversions accurately in the UAC application.

**The conversion must occur within seven days to attribute it to the direct messaging campaign.*



Display advertising

We're here to grow and scale your brand with UAC and its applicants.

Sponsor Australia's largest tertiary admissions website to captivate, educate and inspire UAC's niche audience of students, applicants and influencers. Create dynamic brand content that drives engagement, grows your audience, and increases the reputation and reach of your institution.



153,000
impressions per month
on the UAC homepage



Average of **80** leads
per month on the
Course Search MREC



60% in-view rate
on desktop



Average dwell time
of **4 minutes**



MREC on Course
Search has a CTR
of **0.50%**

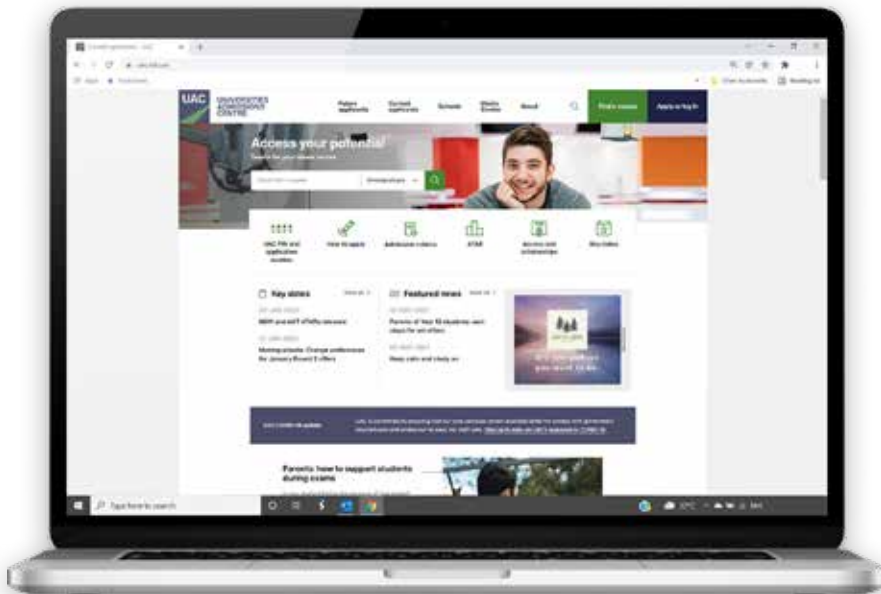


166,437 monthly
active users

Display advertising options

Share of voice sponsorship

Position your brand on key pages of the UAC website. Deliver your marketing messages to your target market during the critical awareness and research phase of their higher education journey.



Run of site

Partner with us to increase the awareness of your brand as your future students explore their higher education options. Use geo-targeting to connect with students in your catchment or expand your reach across NSW and the ACT.

Sponsor UAC communication

Connect with students and applicants by aligning your institution with our trusted brand.

Reach and engage 85,000 Year 12 students by sharing your institution's student recruitment messages at critical points in the admission year. Align your student recruitment messages with UAC to increase interest in your institution.



85,000
Subscribers



60%
Open rate



15%
CTR



Sponsorships

Grow and scale your brand with UAC and its applicants.

UAC's audience of students, applicants and influencers are eager to hear about education, career, and lifestyle opportunities they can pursue in the next chapter of their lives. Align yourself with the trusted UAC brand by sponsoring online webinars and social media events to increase brand awareness and reputation at critical times in the application calendar. We have a channel that's right for you.



Paid media

Stand out from your competitors and drive conversions around the clock by fuelling the powerful AI machines of Google and Facebook with UAC's granular student data.

Our paid media product puts you in front of future students as they interact with their favourite channels across the web. Using our applicant and website data, we can create a custom audience for you to target or re-target across the Google Display Network, YouTube.

Our team will work with you to understand your marketing objectives and optimise your campaigns so you can get the best results.



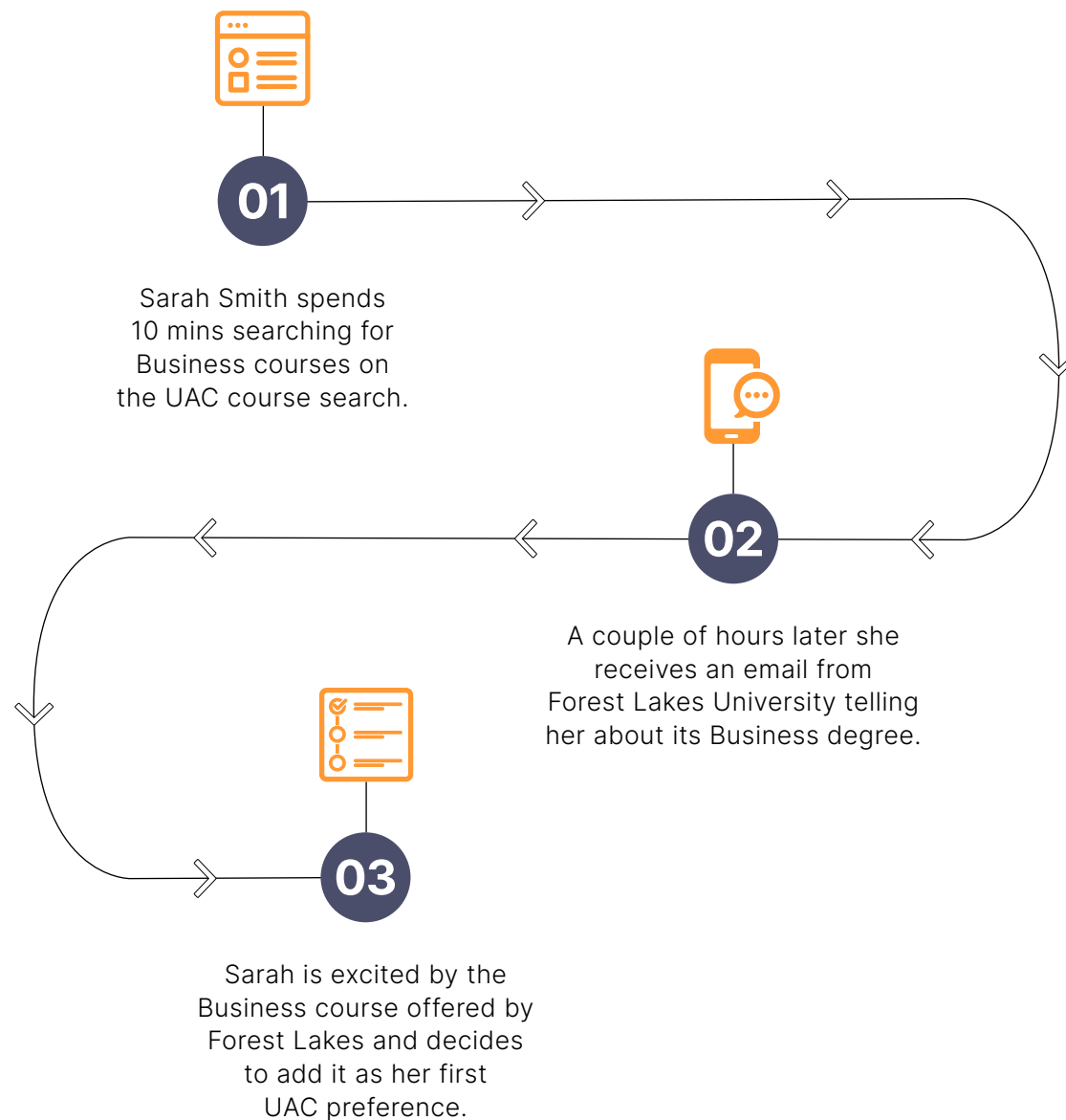
Automated journeys

Automated communication at pivotal points in the future student journey.

Are you ready to contact your future students moments after they've searched for your course or viewed your profile on the UAC website?

We are! Work with us on retainer and we'll make sure you communicate with your future students as soon as they complete an important action on our website. This could be dwelling on your course profile page for more than three minutes or clicking on a link to learn more about your open day.

With Reach automated email and SMS journeys, you'll reach the right students with the right message at the right moment.



Partnerships

Annual partnerships

Over the past three years, we've worked with 27 institutions and agencies and helped them achieve conversion rates up to 400% industry average. We're experts at mapping the student journey and can provide you with insights that will help you optimise your student recruitment activities. Join our annual partnership to unlock unique and powerful benefits.

What you will get



Campaign management



Data and marketing consultancy



Course and industry insights



Strategic support for lifecycle marketing



Personalised data workshops



Campaign optimisation



Regular WIP meetings



Regular and detailed reporting



Join our pilots for new Reach products



Package with other UAC products

Ad hoc campaigns

Come to us with your marketing objectives and we will give you access to unique and powerful data to help you execute your next Reach campaign.



One-off access to a targeted recipient list



Campaign support and advice

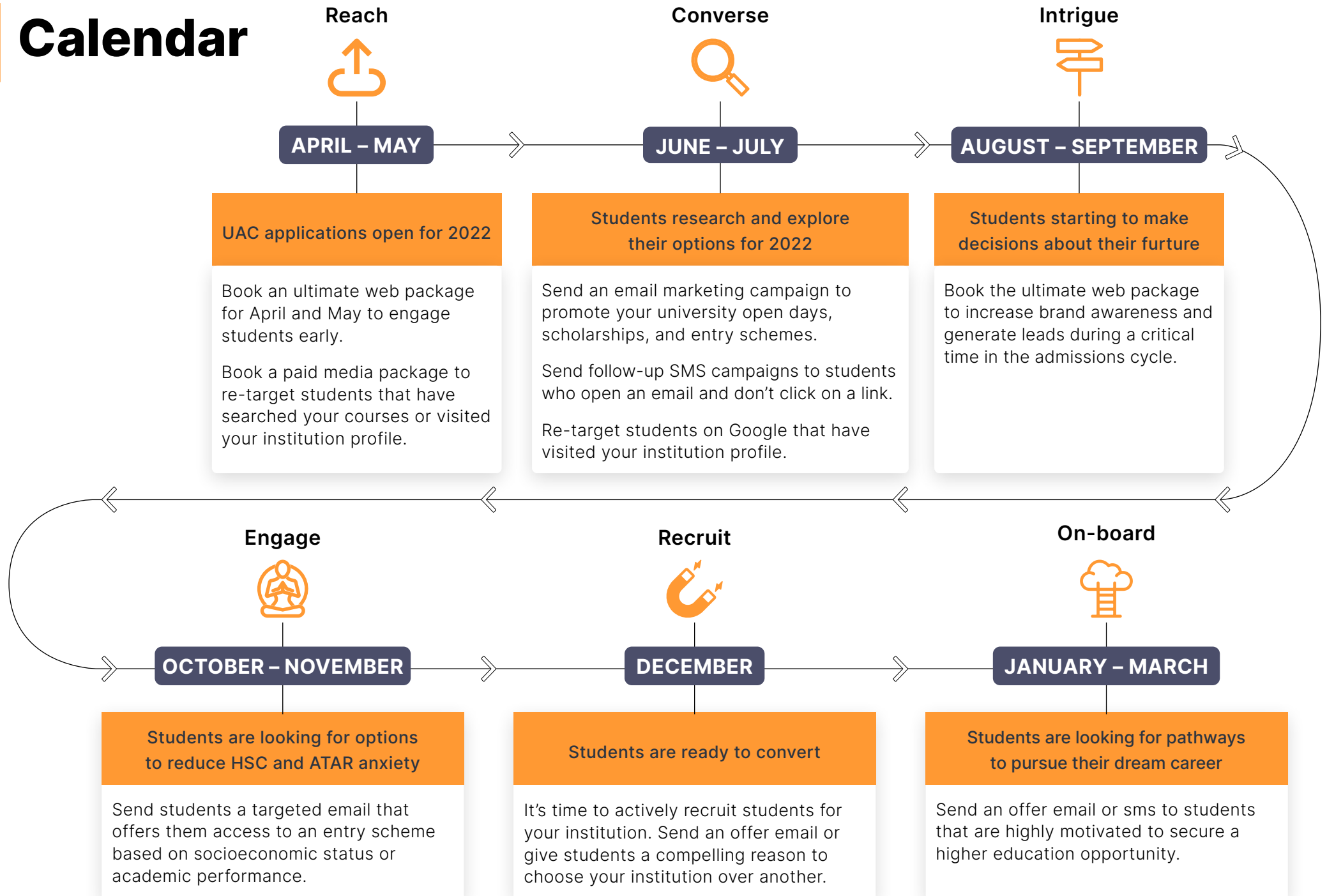


Timely execution



Post campaign reporting

Calendar



Specifications

Display advertising

MREC

Dimensions:

300(w) x 250px(h)

Max file size:

1MB

File Format:

GIF/JPEG/PNG images

Leaderboard

Dimensions:

728(w) x 90px(h) – Desktop

320(w) x 50px(h) – Mobile

Max file size:

1MB

File Format:

GIF/JPEG/PNG images

Billboard

Dimensions:

970(w) x 250px(h) – Desktop

320(w) x 100px(h) – Mobile

Max file size:

1MB

File Format:

GIF/JPEG/PNG images

Sponsored communication

Banner

Dimensions:

600(w) x 150px(h)

Max file size:

500KB

File Format:

GIF/JPEG/PNG images

We do not accept RGB

SMS marketing

SMS message

Characters:

300

Email marketing

Hero image

Dimensions:

600(w) x 250px(h)

Max file size:

1MB

File Format:

JPEG/PNG images

Logo

Dimensions:

177(w) x 53px(h)

Max file size:

150KB

File Format:

JPEG/PNG images

Pricing

Direct messaging

EDM campaign	Send	Click-through	
Communications campaign	\$9 per recipient	Click of embedded link	\$90 per click
Note that a minimum spend applies to both EDM and SMS campaigns		Click of link to apply (UAC Connect client)	\$45 per click

SMS campaign	Send	Click-through	
Offer and Communications campaigns	\$10 per recipient	Click of embedded link	\$90 per click
		Click of link to apply (UAC Connect client)	\$45 per click

Sponsored content and newsletters

Ad unit	Placement	Est audience	Avg performance	SOV	Price
Leaderboard	UAC newsletter	6,000	30% open rate	100%	\$2,000 (flat fee)
Leaderboard	UAC email	50,000 - 70,000	60% open rate	50%	\$5,000 (flat fee)
Sponsored Content	Homepage	60,000 pm	200 clicks pm	100%	\$2,000 (flat fee)

Pricing

Display advertising options

Peak: December – January

Off-peak: February – November

Premium conversion package

Be seen by over 1 million applicants.

Peak **\$14,100**

400,000 impressions

Off-peak **\$6,100**

180,000 impressions

Monthly

Choose your SOV and pay for the percentage of impressions you received. Talk to us today.

Placement

- ✓ Homepage MREC
- ✓ Course search MREC
- ✓ Key dates MREC
- ✓ Applications and offers leaderboard

Exclusive UG package

Target Year 12 students as they make decisions about your institution.

Peak **\$8,500**

100,000 impressions

Off-peak **\$3,300**

40,000 impressions

Monthly

100% SOV

Placement

- ✓ UAC PIN
- ✓ ATAR
- ✓ FAQs and Forms
- ✓ Early Offer Schemes

UG equity package

Target low SES and early entry applicants.

Peak **\$2,400**

34,000 impressions

Off-peak **\$1,700**

25,000 impressions

Monthly

100% SOV

Placement

- ✓ Current applicants EAS, SRS & ES pages
- ✓ Future applicants EAS, SRS & ES pages

Pricing

Display advertising options

Postgraduate package

The only package of its kind.
Be the face of postgraduate study in NSW.

Monthly **\$1,750**

22,000 impressions

100% SOV

Placement

- ✓ Postgraduate applicants
- ✓ Applications and offers
- ✓ How to apply for uni

Influencer package

Targeting key Year 12 influencers,
parents and careers advisers.

Peak **\$2,000**

30,000 impressions

Off-peak **\$1,200**

17,000 impressions

100% SOV

Placement

- ✓ Parent page
- ✓ Schools page
- ✓ Current applicants
- ✓ UAC Digital
- ✓ Future applicants

Run of site ads

Brand awareness champion.

CPM **\$60**

Run your ads across our site on
every ad space that doesn't have a
booking until you hit your budget.

- ✓ Geotargeting available
- ✓ All ads appear above the fold

Pricing

Display advertising options

Apply sponsorship

Reach a UAC applicant seconds before they apply or change their preferences.

SOV **50%**

UG application leaderboard **\$10,000**
325,000 impressions

PG application leaderboard **\$5,000**
TBC impressions

SRS application leaderboard **\$5,000**
TBC impressions

International application leaderboard **\$5,000**
TBC impressions

Discounts

Display advertising discounts

15%

If client books 6 months before
30 March

10%

If a client books a premium
conversion package with another
package in one month

5%

If client books two packages
(not including premium
conversion package)

A client can only redeem one
discount per booking.

Direct messaging discounts

5%

Spend **\$75,000 - \$100,000**
annually

10%

Spend over **\$100,000**
annually

15%

Spend over **\$150,000**
annually

Mission statement

We're a not-for-profit organisation but we need to cover the costs of the services we provide.

We use income from advertising to help us keep our fees as low as possible and continue to provide some of our services for free.

We have strict advertising guidelines to ensure that our brand partnerships promote the interests and wellbeing of students.

If you'd like to advertise with UAC, we'd love you to get in touch!

**Reach
Marketing Team**

reach@uac.edu.au

