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.
Email marketing
Audience of 80,000
62% historical open rate
11% CTR
10% Conversion rate

SMS marketing
Audience of 80,000
94% delivery rate
32% CTR

Parents newsletter
3,434 subscribers
70% historical open rate
15% CTR

Run of site ads
500,000 monthly page views
1,560,000 annual users
0.50% CTR

Website sponsorship
500,000 monthly page views
1,560,000 annual users
0.50% CTR

UAC sponsored communication
85,000 Year 12 students
60% historical open rate
15% CTR

New products
Paid media
Sponsored events
Automated direct messaging journeys

Reach eco-system
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.
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

<table>
<thead>
<tr>
<th>Open rate</th>
<th>63% Reach average</th>
<th>25% Education industry standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>11% Reach average</td>
<td>4% Education industry standard</td>
</tr>
</tbody>
</table>

SMS stats

<table>
<thead>
<tr>
<th>Delivery rate</th>
<th>94% Reach average</th>
<th>82% Education industry standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>32% Reach average</td>
<td>19% Education industry standard</td>
</tr>
</tbody>
</table>

*Industry averages provided by Campaign Monitor*
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.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Reach partners</th>
<th>Centralised partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated opens and open rate %</td>
<td>🟢</td>
<td>🟢</td>
</tr>
<tr>
<td>Clicks and click-through rate %</td>
<td>🟢</td>
<td>🟢</td>
</tr>
<tr>
<td>Opens and clicks over time</td>
<td>🟢</td>
<td>🟢</td>
</tr>
<tr>
<td>Unique and total clicks on each link</td>
<td>🟢</td>
<td>🟢</td>
</tr>
<tr>
<td>Optimisation notes</td>
<td>🟢</td>
<td>🟢</td>
</tr>
<tr>
<td>The geographical location of recipients that click</td>
<td>🟢</td>
<td>🟢</td>
</tr>
<tr>
<td>Increased preferences</td>
<td>✗</td>
<td>🟢</td>
</tr>
<tr>
<td>Preference ranking</td>
<td>✗</td>
<td>🟢</td>
</tr>
<tr>
<td>The geographical location of preferences</td>
<td>✗</td>
<td>🟢</td>
</tr>
</tbody>
</table>

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
- 60% in-view rate on desktop
- MREC on Course Search has a CTR of 0.50%
- Average of 80 leads per month on the Course Search MREC
- Average dwell time of 4 minutes
- 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.

Sarah Smith spends 10 mins searching for Business courses on the UAC course search.

A couple of hours later she receives an email from Forest Lakes University telling her about its Business degree.

Sarah is excited by the Business course offered by Forest Lakes and decides to add it as her first UAC preference.
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

**Reach**

**APRIL – MAY**
- UAC applications open for 2022
- Book an ultimate web package for April and May to engage students early.
- Book a paid media package to re-target students that have searched your courses or visited your institution profile.

**Converse**

**JUNE – JULY**
- Students research and explore their options for 2022
- Send an email marketing campaign to promote your university open days, scholarships, and entry schemes.
- Send follow-up SMS campaigns to students who open an email and don’t click on a link.
- Re-target students on Google that have visited your institution profile.

**Intrigue**

**AUGUST – SEPTEMBER**
- Students starting to make decisions about their future
- Book the ultimate web package to increase brand awareness and generate leads during a critical time in the admissions cycle.

**Engage**

**OCTOBER – NOVEMBER**
- Students are looking for options to reduce HSC and ATAR anxiety
- Send students a targeted email that offers them access to an entry scheme based on socioeconomic status or academic performance.

**Recruit**

**DECEMBER**
- Students are ready to convert
- It’s time to actively recruit students for your institution. Send an offer email or give students a compelling reason to choose your institution over another.

**On-board**

**JANUARY – MARCH**
- Students are looking for pathways to pursue their dream career
- Send an offer email or sms to students that are highly motivated to secure a higher education opportunity.
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

<table>
<thead>
<tr>
<th>EDM campaign</th>
<th>Send</th>
<th>Click-through</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications campaign</td>
<td>$9 per recipient</td>
<td>Click of embedded link</td>
</tr>
<tr>
<td>Note that a minimum spend applies to both EDM and SMS campaigns</td>
<td></td>
<td>Click of link to apply (UAC Connect client)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SMS campaign</th>
<th>Send</th>
<th>Click-through</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer and Communications campaigns</td>
<td>$10 per recipient</td>
<td>Click of embedded link</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Click of link to apply (UAC Connect client)</td>
</tr>
</tbody>
</table>

## Sponsored content and newsletters

<table>
<thead>
<tr>
<th>Ad unit</th>
<th>Placement</th>
<th>Est audience</th>
<th>Avg performance</th>
<th>SOV</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>UAC newsletter</td>
<td>6,000</td>
<td>30% open rate</td>
<td>100%</td>
<td>$2,000 (flat fee)</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>UAC email</td>
<td>50,000 - 70,000</td>
<td>60% open rate</td>
<td>50%</td>
<td>$5,000 (flat fee)</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>Homepage</td>
<td>60,000 pm</td>
<td>200 clicks pm</td>
<td>100%</td>
<td>$2,000 (flat fee)</td>
</tr>
</tbody>
</table>
Pricing

Display advertising options

### 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.

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

### UG equity package
- Target low SES and early entry applicants.
  - **Peak:** $2,400
    - 34,000 impressions
  - **Off-peak:** $1,700
    - 25,000 impressions
  - **Monthly**
- **Placement**
  - ✓ Current applicants EAS, SRS & ES pages
  - ✓ Future applicants EAS, SRS & ES pages

Peak: December – January
Off-peak: February – November
### 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

**Influencer package**
- Targeting key Year 12 influencers, parents and careers advisers.
- Peak: $2,000
  - 30,000 impressions
  - 100% SOV
- Off-peak: $1,200
  - 17,000 impressions
  - 100% SOV

**Run of site ads**
- Brand awareness champion.
- CPM: $60

#### Placement

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

- **Parent page**
- **Current applicants**
- **Future applicants**

- **Schools page**
- **UAC Digital**

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

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

### Display advertising options

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>SOV</th>
<th>impressions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG application leaderboard</td>
<td>50%</td>
<td>325,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>PG application leaderboard</td>
<td></td>
<td>TBC</td>
<td>$5,000</td>
</tr>
<tr>
<td>SRS application leaderboard</td>
<td></td>
<td>TBC</td>
<td>$5,000</td>
</tr>
<tr>
<td>International application</td>
<td></td>
<td>TBC</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### 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