



# 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.





**Website sponsorship**

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



**Run of site ads**

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

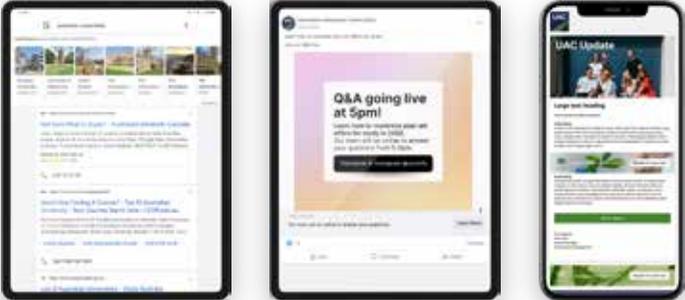
**UAC sponsored communication**

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



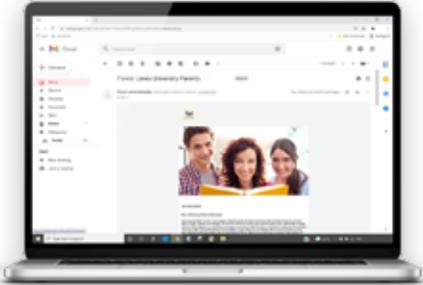
**New products**

Paid media  
 Sponsored events  
 Automated direct messaging journeys



**Parents newsletter**

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



**SMS marketing**

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



**Email marketing**

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



# 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.

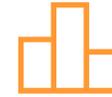
## Application data



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

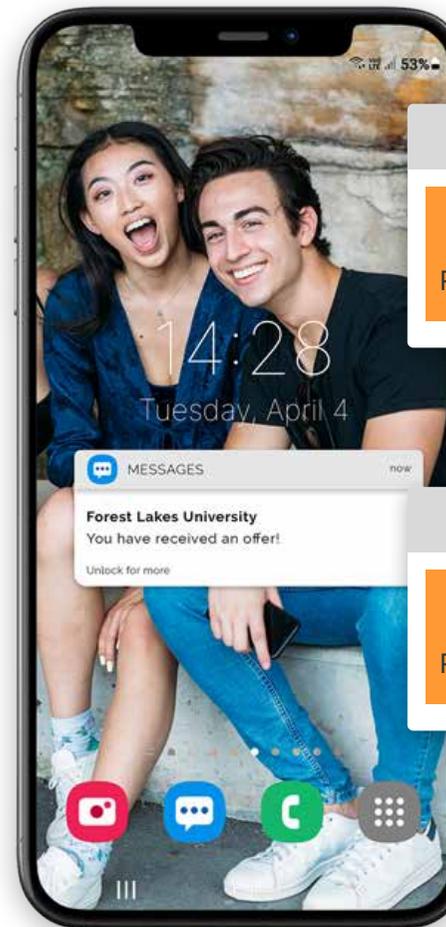
**94%**  
Reach average

**82%** Education  
industry standard

### CTR

**32%**  
Reach average

**19%** Education  
industry standard



\*Industry averages provided by Campaign Monitor

# 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%**

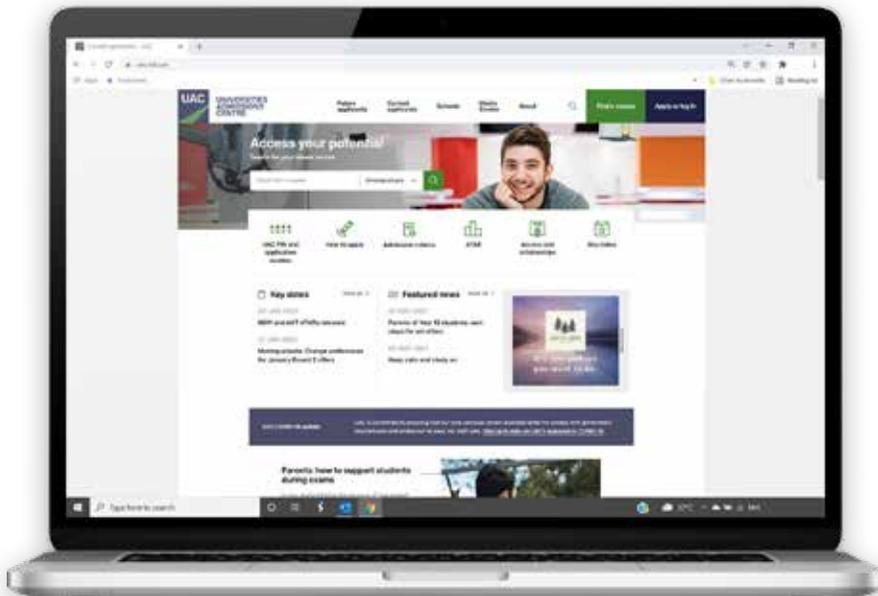


**166,437** monthly  
active users

# 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.



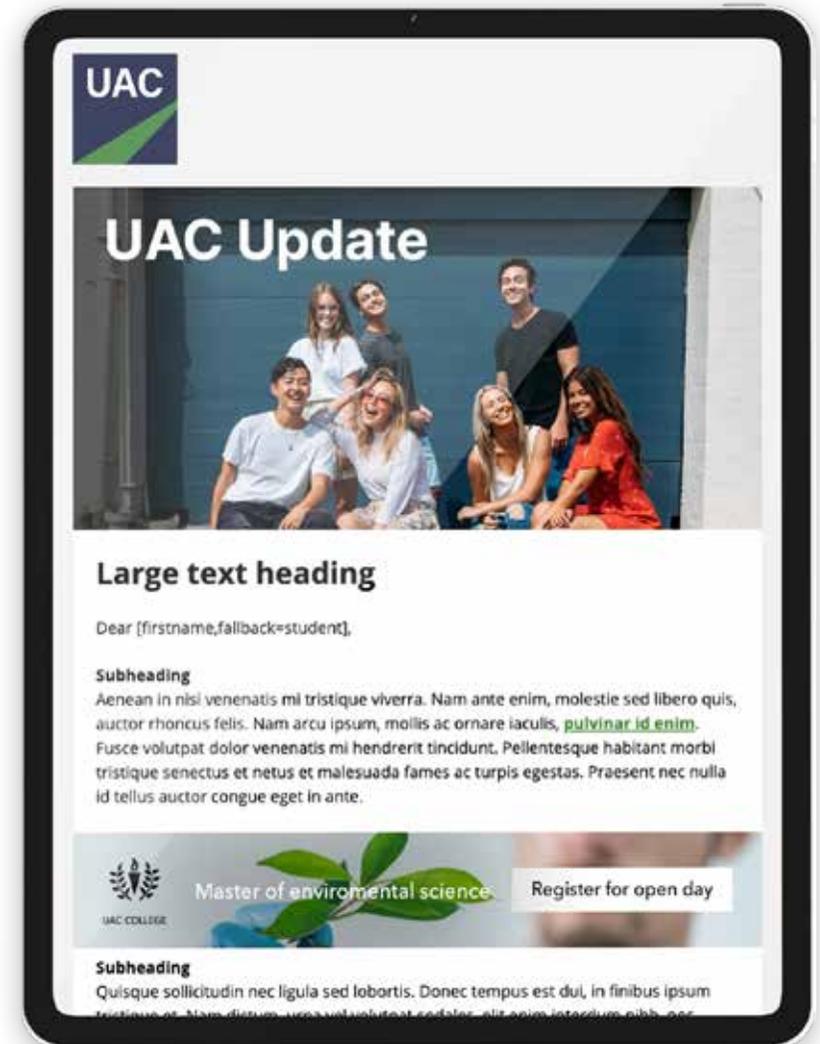
**85,000**  
Subscribers



**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.

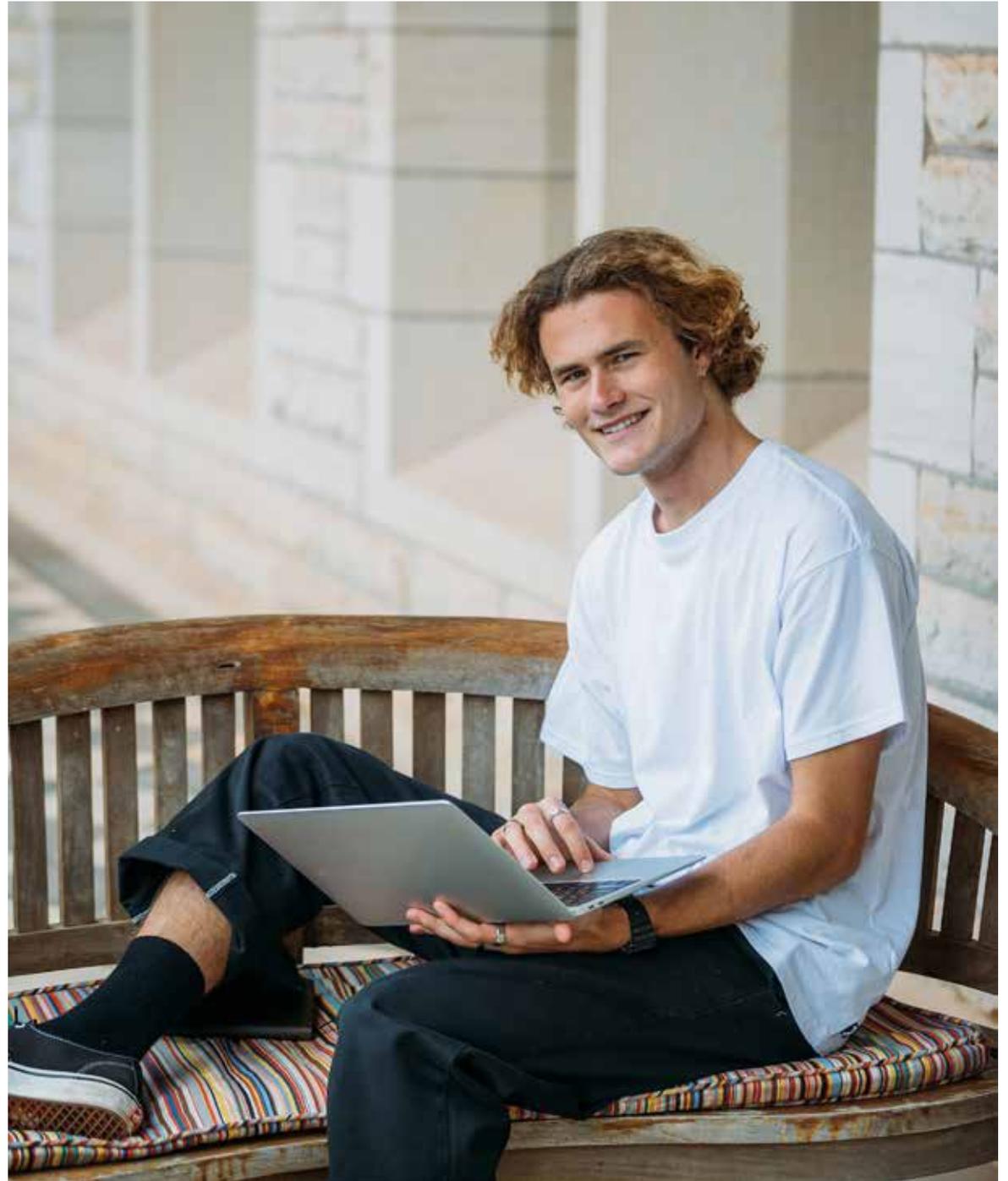


# Paid media

**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.



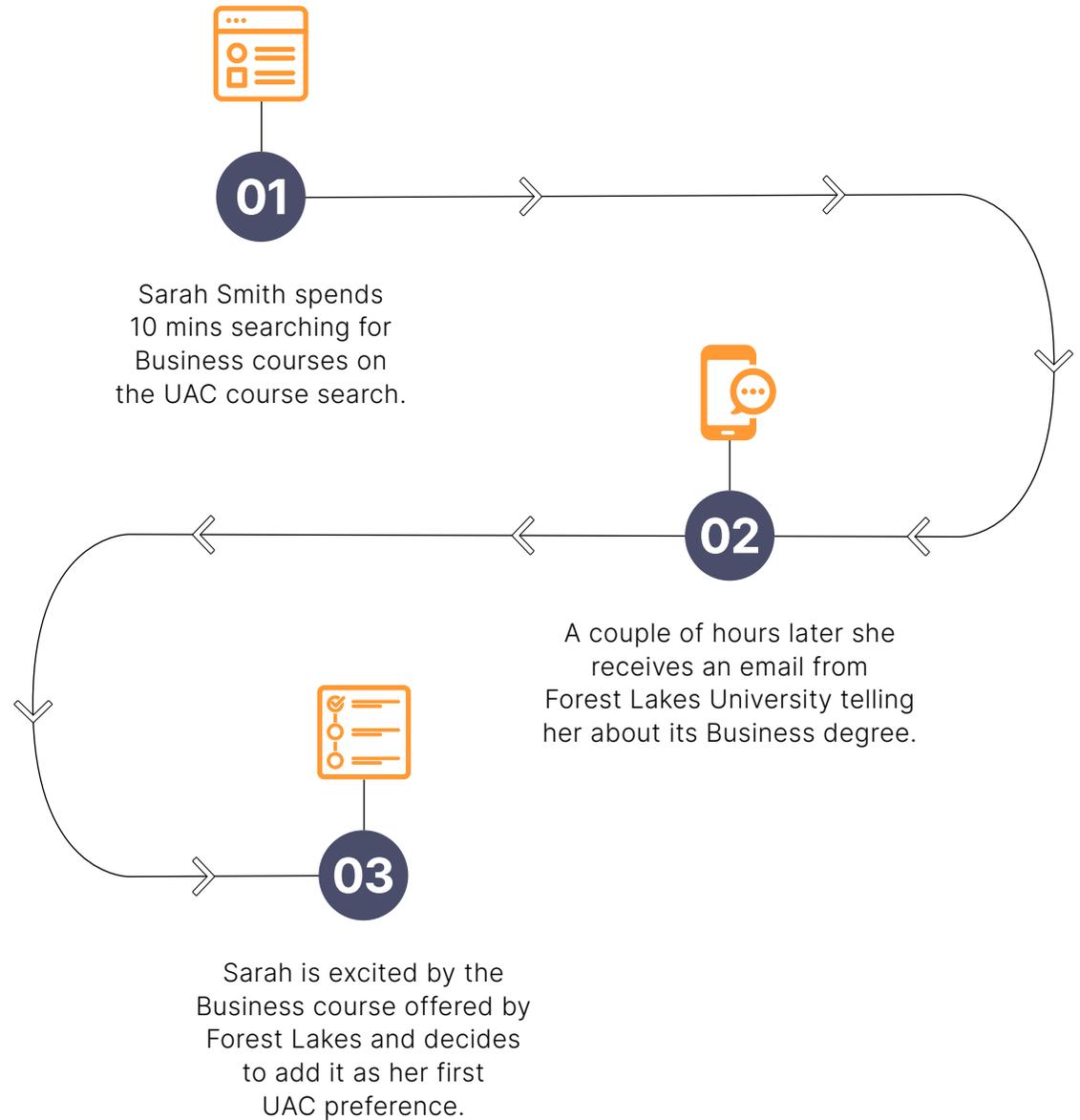
# Automated journeys

## 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](mailto:reach@uac.edu.au)

