



**UAC**  
**REACH**





# UAC



The Universities Admissions Centre (UAC) is Australia's largest tertiary admissions centre. We work with all the major higher education providers in NSW and the ACT and also provide services to universities in other states.

Each year, around 80,000 prospective tertiary students – many of them on the verge of completing Year 12 – invest in a UAC application. They're engaged, eager to explore their options and ready to listen.

We can help you reach them.

100,000

Offers made  
in each  
admissions year

80,000

Applications  
processed in  
20-21 admissions  
year (projection)

68,673

Year 12 students  
in 2020

48,463

Year 12  
applications

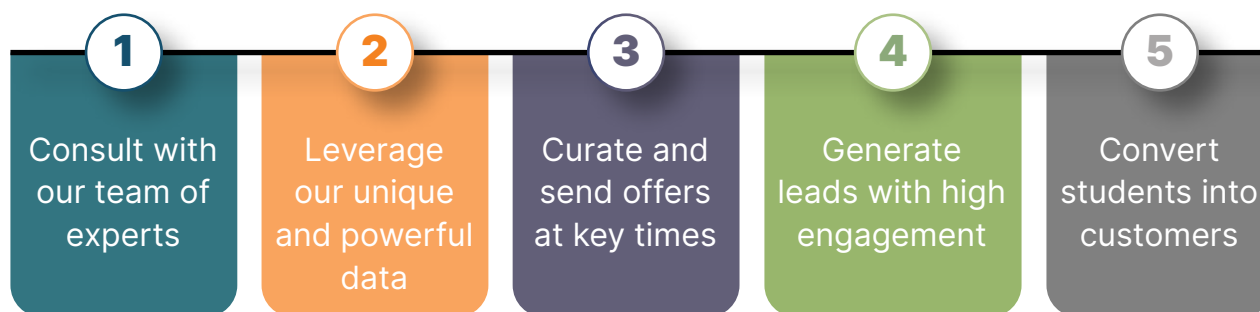


# Reach

UAC Reach offers our clients the opportunity to communicate directly with young, motivated buyers through a tailored email marketing campaign.

Just three times per year, we'll be sending our target applicants a bundle of valuable product offers aimed at helping them in their exciting transition to independence. From technology and media to financial services and entertainment, they're ready to buy.

Using our granular applicant data and evidence-based understanding of student behaviour, UAC Reach can help you convert our applicants into your customers.



<b>23.5%</b> Industry average EDM open rate	<b>UAC EDM open rate</b> <b>40%</b>	<b>5.5%</b> Industry average EDM CTR	<b>UAC EDM CTR</b> <b>10%</b>
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## What's included + Benefits List:

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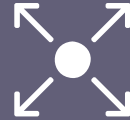
Your business offering featured in a tailored email marketing campaign delivered to all applicants with marketing consent (approx. **audience of 50,000 students**).



Convert students  
into lifelong  
customers



Deliver product  
offers into the hands  
of motivated buyers



Take advantage of  
the trusted UAC  
brand to disseminate  
offers to students



Engage with an  
audience at the start  
of their adult journey



Reach fresh  
applicant cohorts  
year-on-year



Assist students as  
they transition to  
independence





# 2021 and 2022 Reach Bundles

Minimum  
share of voice



**25%**

Price - per partnership



**\$50,000**

**\$100** per redemption of offer

## Scale the Mountain Bundle September

### Timing:

Sent just before the early bird deadline, Year 12 students are rushing to get their applications in before 30 September 2021.

### Message:

As students focus on their studies, take the opportunity to foster their physical and mental wellbeing so your brand can drive conversions with the right offer at the right time.



## Take the Next Step Bundle December

### Timing:

Now that they have their ATAR, students are gaining independence and making important decisions for their future.

### Message:

Now is the time to offer helpful resources, products, insights and discounts to motivate early product adoption and brand loyalty.



## Uni Ready Bundle February

### Timing:

UAC applicants have accepted their offers and are excitedly preparing to attend university for the first time.

### Message:

Capture the attention of students with deals and discounts to help them transition from school to university.

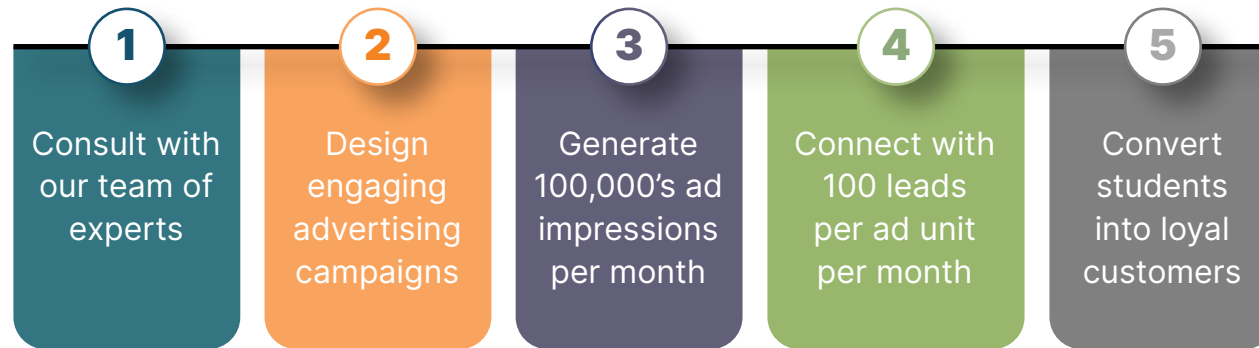


# Reach Display Advertising

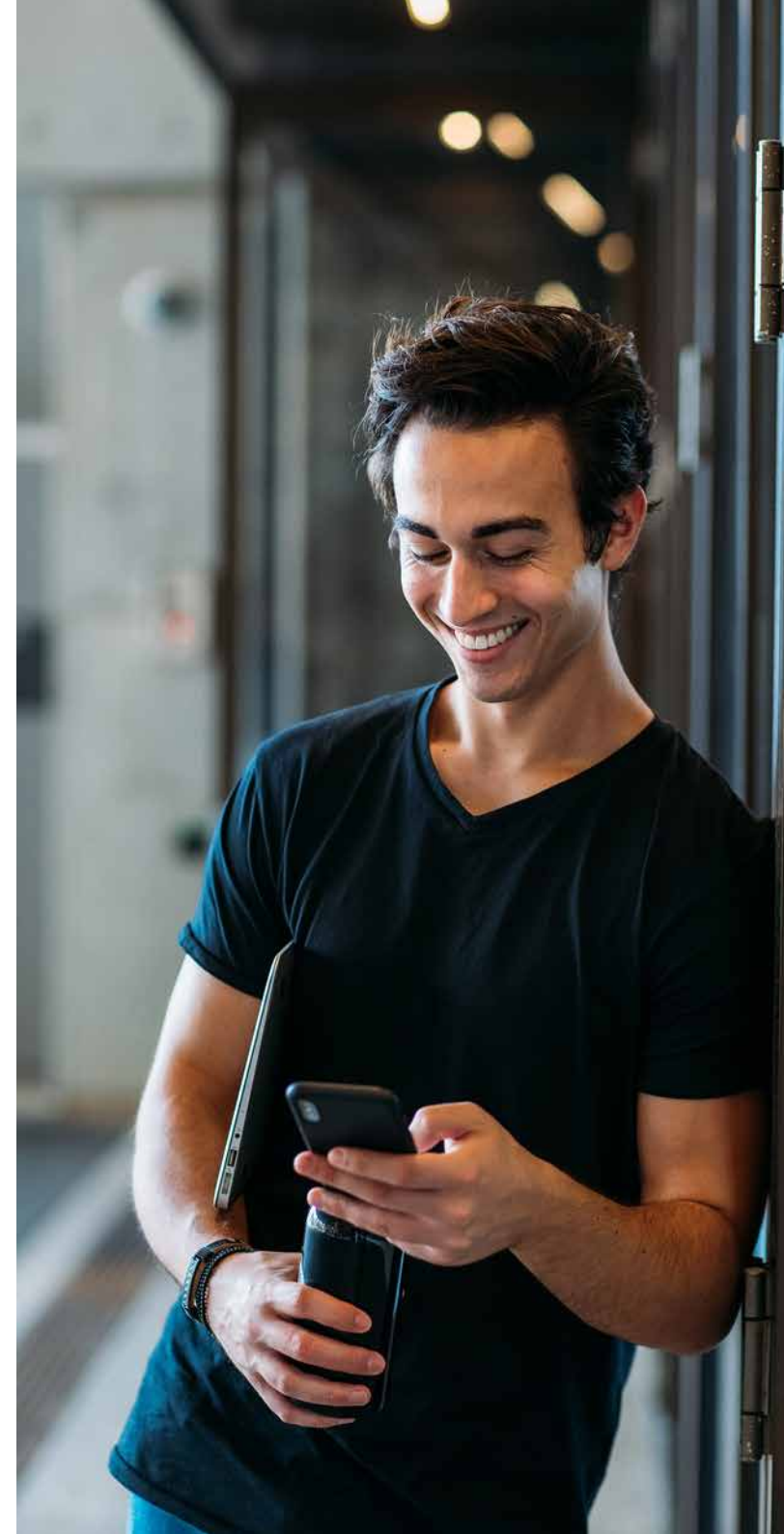
With hundreds of thousands of monthly page views, uac.edu.au is a trusted source of unbiased advice for students, parents, and teachers, researching higher education opportunities.

Display advertising on our site is an easy and effective way to speak directly to the lucrative student and influencer market, presenting enticing brand offers to transform our website visitors into your life-long customers.

Whether you want to drive brand awareness or generate warm leads to your website, we'll design an advertising package to meet your unique needs.



<b>100,548</b> monthly users	MREC on course search <b>CTR 0.50%</b>	<b>4 MINS</b> Dwell time	homepage ad impressions per month <b>120,000</b>
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# What you will get:

Advertise with Reach, and you'll get so much more than an ad unit on our website. We'll spend time getting to know your brand and campaign objectives, whether your budget is big or small. We'll offer advice to optimise your campaign and send you detailed reporting unmatched in the current marketplace.



Your brand in front of  
100,00's NSW and ACT  
students, applicants and  
influencers per month



Drive leads  
to your website  
with enticing  
offers



Align yourself with the  
trusted UAC brand at a  
critical moment in the  
customer journey



Engage with students and influencers  
eager for offers to ease the transition  
from school to university



Transform students  
into loyal customers



# Display advertising price – February to November

Ad Unit	Placement	CPM	Avg Impressions per month (Feb-Nov)	Price per month (based on avg)
MREC	Homepage	\$35	126,122	100% SOV (1 advertiser) = \$4,414.30
				50% SOV (2 advertisers) = \$2,207.15
				25% SOV (4 advertisers) = \$1,103.60
MREC	Key Dates Page	\$35	22,653	100% SOV (1 advertiser) = \$792.85
				50% SOV (2 advertisers) = \$396.45
				25% SOV (4 advertisers) = \$198.20
MREC	Course Search Page	\$35	25,000	100% SOV (1 advertiser) = \$875.00
				50% SOV (2 advertisers) = \$437.50
				25% SOV (4 advertisers) = \$218.75
Leaderboard	High Traffic Page	\$35	10,000	100% SOV (1 advertiser) = \$350.00
Leaderboard	Moderate Traffic Page	\$35	5,000	100% SOV (1 advertiser) = \$175.00



# Display advertising price – December to January

Ad Unit	Placement	CPM	Avg Impressions per month (Dec-Jan)	Price per month (based on avg)
MREC	Homepage	\$35	246,109	100% SOV (1 advertiser) = \$8,613.82
				50% SOV (2 advertisers) = \$4,306.90
				25% SOV (4 advertisers) = \$2,153.45
MREC	Key Dates Page	\$35	84,580	100% SOV (1 advertiser) = \$2,960.30
				50% SOV (2 advertisers) = \$1,480.15
				25% SOV (4 advertisers) = \$740.00
MREC	Course Search Page	\$35	49,055	100% SOV (1 advertiser) = \$1,716.95
				50% SOV (2 advertisers) = \$858.50
				25% SOV (4 advertisers) = \$429.25
Leaderboard	High Traffic Page	\$35	30,000	100% SOV (1 advertiser) = \$1,050.00
Leaderboard	Moderate Traffic Page	\$35	15,000	100% SOV (1 advertiser) = \$525.00

# Recommended Placements

Speak to us about your budget and we can also offer run of site advertising options.

Ultimate Web Package	Impact Web Package	Standard Web Package																																										
<table><tr><th>Product</th><th>Location</th></tr><tr><td>MREC</td><td>Homepage</td></tr><tr><td>MREC</td><td>Course search</td></tr><tr><td>MREC</td><td>Key dates</td></tr><tr><td>Leaderboard or MREC</td><td>High traffic page</td></tr><tr><td>Leaderboard</td><td>Moderate traffic page</td></tr><tr><td colspan="2">Predicted cost: \$6,270.00 100% SOV</td></tr><tr><td colspan="2">10% discount</td></tr></table>	Product	Location	MREC	Homepage	MREC	Course search	MREC	Key dates	Leaderboard or MREC	High traffic page	Leaderboard	Moderate traffic page	Predicted cost: \$6,270.00 100% SOV		10% discount		<table><tr><th>Product</th><th>Location</th></tr><tr><td>MREC</td><td>Homepage</td></tr><tr><td>MREC</td><td>Key dates</td></tr><tr><td>MREC</td><td>Course search</td></tr><tr><td>Leaderboard or MREC</td><td>High traffic page</td></tr><tr><td colspan="2">Predicted cost: \$6,120.00 100% SOV</td></tr><tr><td colspan="2">5% discount</td></tr></table>	Product	Location	MREC	Homepage	MREC	Key dates	MREC	Course search	Leaderboard or MREC	High traffic page	Predicted cost: \$6,120.00 100% SOV		5% discount		<table><tr><th>Product</th><th>Location</th></tr><tr><td>MREC</td><td>Homepage</td></tr><tr><td>MREC</td><td>Course search</td></tr><tr><td>Leaderboard or MREC</td><td>High traffic page</td></tr><tr><td colspan="2">Predicted cost: \$5,357.80 100% SOV</td></tr><tr><td colspan="2">5% discount</td></tr></table>	Product	Location	MREC	Homepage	MREC	Course search	Leaderboard or MREC	High traffic page	Predicted cost: \$5,357.80 100% SOV		5% discount	
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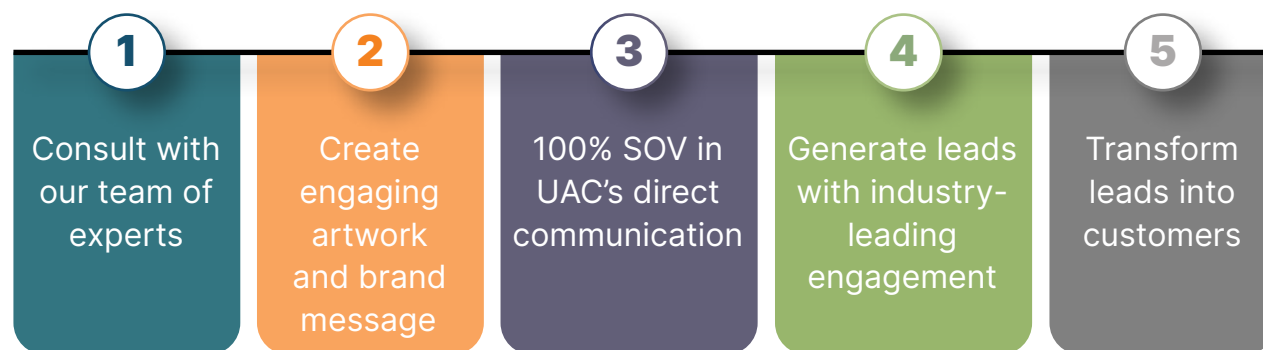


# Reach Sponsored Communication

At UAC, we understand students better than anyone, and that's why we're experts at mapping the student journey.

We've identified three critical times in the admission cycle from May through to July, where your brand can purchase a leaderboard in one or multiple UAC communications and send exclusive offers to almost 100,000 Year 12 students and UAC applicants.

Seize the opportunity to stand out from your competitors with 100% SOV in the NSW and ACT youth market at a pivotal time in the student's decision-making process.



<b>24.90%</b> Industry average EDM open rate	UAC comms open rate <b>60%</b>	<b>5.5%</b> Industry average EDM CTR	EDM CTR <b>14.50%</b>
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# What's included + Benefits List:

Your brand offer featured in a leaderboard ad unit delivered to almost 100,000 Year 12 students and UAC applicants (**approx. 78,000 students**)



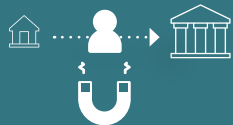
Exclusivity for your brand in front of NSW and ACT students and applicants



Deliver product offers into the hands of motivated buyers



Align yourself with the trusted UAC brand at a critical moment in the customer journey



Engage with students as they transition from school to university



Reach a new cohort of applicants each year



Transform students into loyal customers

**100%**  
SOV Price – per email  
sponsorship

**\$20,000**

**\$100**  
per redemption offer

## Timing




**May** | UAC informs students about the resources they can access to help them navigate Year 12 and university entry

**June** | UAC alerts Year 12 students to key dates in the 2021-22 admission cycle.

**July** | UAC encourages students to apply for scholarships and entry schemes.

# Product mockups:


## Reach bundles



PARTNER OFFERS

Dear <student>,

We know that you have big things ahead with UAC's early bird closing and your HSC exams fast approaching. During this busy period, it's important to take care of your physical and mental wellbeing. We've got some offers from our Corporate partners that will help you!




**The Pilates Space**

Improve your wellbeing today  
Free 7 day pass

Offer ends on Monday, 20th Dec, use the coupon code below:

UACEDIT

Shop now




**Milligram books**

Get 25% off a wide range of books and stationery

Offer ends on Monday 20th Dec, discount will be applied automatically when shopping through the link below

Shop now



**Wardrobe**

**\$15 off The Wardrobe**


You'll get your \$15 credit with The Wardrobe when you sign up with your student ID.

Sign up now


You are receiving this email because you are a user of UAC's products or services. If you do not wish to receive further e-mails like this, click here to [unsubscribe](#)

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## Sponsored communication



**UAC Update**




**Large text heading**

Dear {firstname.lastname@uac.edu.au},

**Subheading**

UAC is excited to announce our new early bird closing and your HSC exams fast approaching. During this busy period, it's important to take care of your physical and mental wellbeing. We've got some offers from our Corporate partners that will help you!



**\$50 off and free express delivery\***

Complete and purchase or transfer services using the code "UAC50OFF"

SHOP NOW

**Subheading**

UAC is excited to announce our new early bird closing and your HSC exams fast approaching. During this busy period, it's important to take care of your physical and mental wellbeing. We've got some offers from our Corporate partners that will help you!

This is a button

Kind regards,  
Alex Parris  
General Manager  
Marketing and Engagement

**Key dates**

01 Dec 2021 - 00:00PM	Important release details
01 Dec 2021 - 00:00PM	Important release details
01 Dec 2021 - 00:00PM	Important release details
01 Dec 2021 - 00:00PM	Important release details
01 Dec 2021 - 00:00PM	Important release details

**Resources**

Item 1

Item 2

Item 3

Item 4

Item 5

Item 6

Phone: 02 8752 8200

From: 08:00AM - 04:00PM AEST

**NOTES:** If you are not in Year 12 in 2021, you may have missed this because you are studying one or more subjects ahead of time. In this case, please [contact this email](#).

UAC recognises the importance of providing personal information. For details, read our [privacy policy](#).

\*This has been added to our Year 12 student's list as we can contact you with relevant information about study options. If you would prefer to opt out, email us at [support@uac.edu.au](#) so we can remove you from this database.



# Contact

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UAC can target niche student groups and deliver motivated buyers. So, whether you need to start a conversation about your brand or promote a new product or service, your audience is ready.

To chat to the UAC Reach team about customer recruitment packages, contact:

**Justine Ooi – Business Solutions Consultant**

**T: 0481 230 504**

**E: [justine.ooi@uac.edu.au](mailto:justine.ooi@uac.edu.au)**

