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.
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.

1. Consult with our team of experts
2. Leverage our unique and powerful data
3. Curate and send offers at key times
4. Generate leads with high engagement
5. Convert students into customers

**Industry average EDM open rate**
- 23.5%

**UAC EDM open rate**
- 40%

**Industry average EDM CTR**
- 5.5%

**UAC EDM CTR**
- 10%
Your business offering featured in a tailored email marketing campaign delivered to all applicants with marketing consent (approx. audience of 50,000 students).

What’s included + Benefits List:

- Convert students into lifelong customers
- Engage with an audience at the start of their adult journey
- Deliver product offers into the hands of motivated buyers
- Reach fresh applicant cohorts year-on-year
- Take advantage of the trusted UAC brand to disseminate offers to students
- Assist students as they transition to independence
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.

Scale the Mountain Bundle
September

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.

Take the Next Step Bundle
December

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.

Uni Ready Bundle
February

Minimum share of voice
25%

Price - per partnership
$50,000
$100 per redemption of offer

2021 and 2022 Reach Bundles
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.

1. Consult with our team of experts
2. Design engaging advertising campaigns
3. Generate 100,000’s ad impressions per month
4. Connect with 100 leads per ad unit per month
5. Convert students into loyal customers

100,548 monthly users
MREC on course search
CTR 0.50%
4 MINS
Dwell time
homepage ad impressions per month
120,000
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
- Engage with students and influencers eager for offers to ease the transition from school to university
- Drive leads to your website with enticing offers
- Align yourself with the trusted UAC brand at a critical moment in the customer journey
- Transform students into loyal customers
<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Placement</th>
<th>CPM</th>
<th>Avg Impressions per month (Feb-Nov)</th>
<th>Price per month (based on avg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC</td>
<td>Homepage</td>
<td>$35</td>
<td>126,122</td>
<td>100% SOV (1 advertiser) = $4,414.30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50% SOV (2 advertisers) = $2,207.15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25% SOV (4 advertisers) = $1,103.60</td>
</tr>
<tr>
<td>MREC</td>
<td>Key Dates Page</td>
<td>$35</td>
<td>22,653</td>
<td>100% SOV (1 advertiser) = $792.85</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>50% SOV (2 advertisers) = $396.45</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>25% SOV (4 advertisers) = $198.20</td>
</tr>
<tr>
<td>MREC</td>
<td>Course Search Page</td>
<td>$35</td>
<td>25,000</td>
<td>100% SOV (1 advertiser) = $875.00</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50% SOV (2 advertisers) = $437.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25% SOV (4 advertisers) = $218.75</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>High Traffic Page</td>
<td>$35</td>
<td>10,000</td>
<td>100% SOV (1 advertiser) = $350.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Moderate Traffic Page</td>
<td>$35</td>
<td>5,000</td>
<td>100% SOV (1 advertiser) = $175.00</td>
</tr>
</tbody>
</table>
## Display advertising price – December to January

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

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

<table>
<thead>
<tr>
<th>Ultimate Web Package</th>
<th>Impact Web Package</th>
<th>Standard Web Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product</strong></td>
<td><strong>Location</strong></td>
<td><strong>Product</strong></td>
</tr>
<tr>
<td>MREC</td>
<td>Homepage</td>
<td>MREC</td>
</tr>
<tr>
<td>MREC</td>
<td>Course search</td>
<td>MREC</td>
</tr>
<tr>
<td>MREC</td>
<td>Key dates</td>
<td>Leaderboard or MREC</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>High traffic page</td>
<td>Predicted cost: $6,120.00</td>
</tr>
<tr>
<td>Predicted cost: $6,270.00</td>
<td>100% SOV</td>
<td>Predicted cost: $6,120.00</td>
</tr>
</tbody>
</table>

10% discount | 5% discount | 5% discount
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.
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
- Engage with students as they transition from school to university
- Deliver product offers into the hands of motivated buyers
- Reach a new cohort of applicants each year
- Align yourself with the trusted UAC brand at a critical moment in the customer journey
- 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

Sponsored communication

UAC Update

Key dates

Resources

Large text heading

No (from www.alibaba.com)

Authoritative

Advisory

Large text heading

No (from www.alibaba.com)

Authoritative

Advisory

Large text heading

No (from www.alibaba.com)

Authoritative

Advisory
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