



ADVERTISING & STALLS ON CAMPUS OPPORTUNITIES 2017

UNIVERSITY OF WOLLONGONG

UOW Pulse Ltd
uowpulse.com.au

ADVERTISING 2017 OPPORTUNITIES

The University of Wollongong (UOW) is located one hour south of Sydney and has a population of 24,000 students, with a majority within the 18-24 year old demographic.

Promote your product or service to this highly influential customer group through our dedicated advertising channels.

WHAT'S ON E-NEWS

The What's On e-Newsletter is packed with info and is distributed weekly 36 weeks of the year! With a subscription of over 30,000 students and staff, what are you waiting for?

Your placement will give you prime location at the top of the newsletter and can be hyperlinked directly to your website.

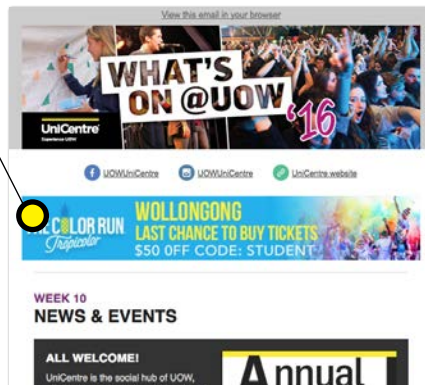
ADVERTISING RATES

BANNER (600 w x 90 h px)

1 WEEK	\$350 + GST
2 WEEKS	\$600 + GST
4 WEEKS	\$1000 + GST

ARTWORK SPECIFICATIONS

File format: jpg, gif or png
Max. file size: 50KB



SOCIAL MEDIA

FB POST (600 w x 400 h px)

1 POST	\$400 + GST
1 post max per week	

DIGITAL ADVERTISING

DIGITAL SIGNAGE ON CUSTOMISED SCREENS (IN 5 LOCATIONS)

1 STATIC ADVERT (720 w x 1280 h px)

4 WEEKS \$400 + GST

ARTWORK SPECIFICATIONS

File format: jpg Max. file size: 5MB



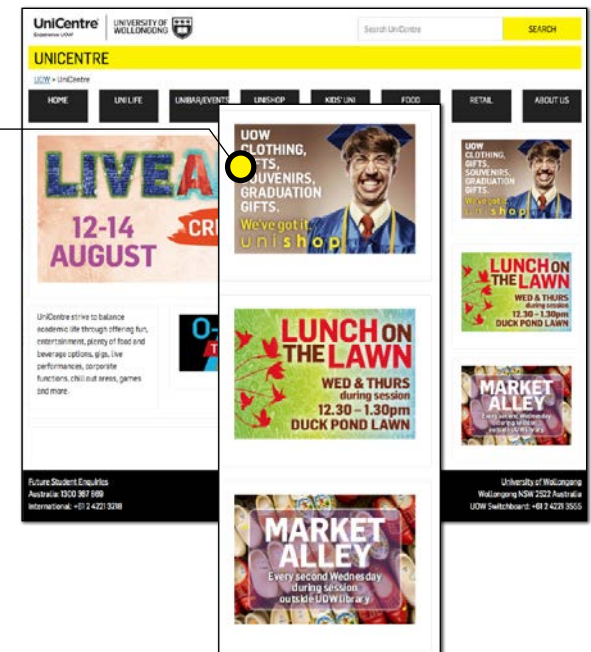
WEBSITE ADVERTISING

1 WEBSITE TILE (264 w x 190 h px)

4 WEEKS \$800 + GST

ARTWORK SPECIFICATIONS

File format: jpg, gif or png
Max. file size: 50KB



PLEASE NOTE

- All rates are GST exclusive and do not include agency commission
- 10% GST applicable on all rates

ADVERTISING 2017 OPPORTUNITIES

PRINT ADVERTISING

POSTERS (15 x A3 Portrait posters)

4 WEEKS \$600* + GST

TABLE TALKERS (30 x A5 Portrait flyers)

4 WEEKS \$600* + GST

*Printing is not included. Please supply printed material.



PROMOTIONAL STALLS/SAMPLING

Promotional stall / sampling is a unique opportunity to directly engage with students at UOW. Communicating with students on a face-to-face basis is an ideal way to launch a new product line, generate brand awareness of a product or service, gather feedback, trial new promotions or just simply promote your business.

Promotional sampling is conducted in high traffic areas at UOW, including outside the UniBar and food hall courtyard, Building 67, Building 11, Recreation & Aquatic Centre, outside the Unishop, McKinnon Lawn, Duck Pond Lawn and Jugglers Lawn.

LUNCHTIME PERIOD

4 hours \$600 + GST

FULL DAY

6 hours \$800 + GST



PACKAGES 2017 ADVERTISING OPPORTUNITIES

WHAT'S ON E-NEWS

BANNER 1 Week	\$350 + GST
BANNER 2 Weeks	\$600 + GST
BANNER 4 Weeks	\$1000 + GST

DIGITAL SIGNAGE

1 STATIC ADVERT 4 Weeks	\$400 + GST
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WEBSITE ADVERTISING

1 WEBSITE TILE 4 Weeks	\$800 + GST
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PRINT ADVERTISING

POSTERS 4 Weeks	\$600 + GST
TABLE TALKERS 4 Weeks	\$600 + GST

SOCIAL MEDIA

FACEBOOK POST 1 Post	\$400 + GST
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PROMOTIONAL STALLS/SAMPLING

FULL DAY 6 HOURS			\$800 + GST		
PREFERRED DAY	MON	TUE	WED	THU	FRI

LUNCHTIME PERIOD 4 HOURS			\$600 + GST		
PREFERRED DAY	MON	TUE	WED	THU	FRI

Description of Promotional Sampling (compulsory):

Do you require power? Yes No

Power can be provided at a cost depending on your requirement.
Please list the items requiring power:

Partnership Agreement Terms and Conditions

- To request a booking, please complete this form and return it to us.
- Payment is required in advance. All prices exclude GST.
- UOW Pulse has the right to refuse any booking based on its Advertising & Sponsorship Policy.
- On receipt of your confirmation we will forward requirements for your artwork/delivery of product.
- All cancellations must be in writing to uc-marketing@uow.edu.au within 3 days of booking confirmation, otherwise 50% of your booking applies.
- Any product or service that is considered to be in direct competition with UOW Pulse needs to be approved by UOW Pulse Marketing.
- Advertising by any Telecommunications organisation must be approved by UOW Pulse Marketing. Organisations are only permitted to promote prepaid services and products sold through UOW Pulse retail outlets.
- All print, online and digital media as part of your campaign or promotion must be used 6 months from the date of booking.
- These advertising packages not available during O-Week or O-Day festivals 2017.
- All promotional stall and sampling exhibitors on campus must provide a copy of current public liability insurance and sign the Wollongong UOW Pulse indemnity form.

Your Name:

Company Name:

ABN:

Representing (Advertising Agency only):

Address:

Phone:

Mobile:

Fax:

Email:

Signature of Partner:

Date: