



UNIVERSITIES  
ADMISSIONS CENTRE



# Advertising

UAC Guide 2018–19

# About the UAC Guide

## Key reference

- Published in July each year, the UAC Guide is the key publication for prospective tertiary students in NSW and the ACT.
- It is the only comprehensive book of its type in NSW and the ACT and is mandatory reading for anyone applying for courses through UAC.

## Wide coverage

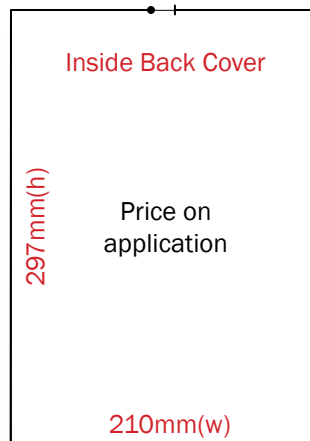
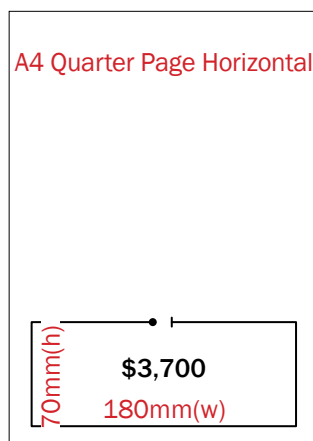
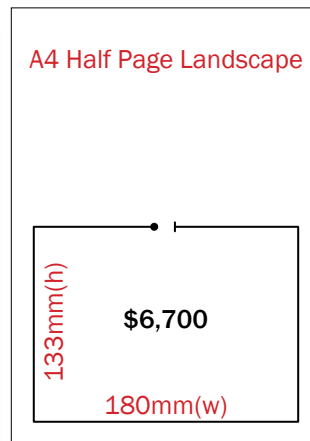
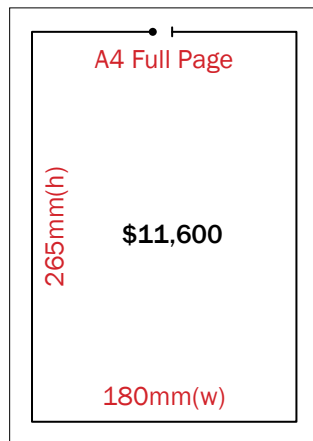
- At 100,000 copies per year, the Guide has the largest print run of any tertiary admissions guide in Australia.
- It is provided free-of-charge to all Year 12 students in NSW and the ACT (distribution approximately 85,000). Copies are also supplied to interstate schools.
- To reach all other potential applicants, the Guide is also distributed to TAFE colleges, libraries and universities (distribution approximately 10,000).
- With its high pass-on rate to mothers, fathers, brothers, sisters, partners, friends and workmates, the Guide has an extremely wide readership.

## Invaluable resource

- Over 2,000 undergraduate courses, available for study the following year, are listed in a clear and concise manner, allowing readers to easily compare the courses on offer.
- A primary aid for teachers and student advisers, the Guide forms the basis of classroom sessions, assemblies and parents' evenings.
- With information on application procedures, finance for study, accommodation and career options, the Guide's comprehensive content continues to secure its place as the indispensable companion to tertiary admission in NSW and the ACT.

# Advertising Rates and Options

## Print advertisement sizes and rates



## Discount

Fully participating institutions and Apply Direct Entry institutions are entitled to a 25% discount on our standard advertising rates.

### Please note:

Rates quoted above include GST, but do not include commission for bookings received from advertising agencies.

## Payment

To secure an advertising space in the UAC Guide, a 50% deposit of the total cost of your advertisement is required. Within 14 days of receipt of your booking form, UAC will issue a confirmation/50% deposit pre-invoice advice, followed by a 7-day invoice for the deposit.

UAC will issue a pre-invoice advice in July for the outstanding amount, followed by a 7-day invoice for the outstanding amount.

# Technical Specifications and Operational Guidelines

## Technical specifications

|  |  |
|--|--|
| <b>Size</b><br><i>(a 5mm bleed must be added to these sizes)</i> | A4 Full Page<br>180mm(w) x 265mm(h)<br>A4 Half Page Landscape<br>180mm(w) x 133mm(h)<br>A4 Quarter Page Horizontal<br>180mm(w) x 70mm(h)<br>Inside Back Cover<br>210mm(w) x 297mm(h) |
| <b>Font</b>  | <ul style="list-style-type: none"><li>Must be converted to outline</li><li>Must be embedded</li></ul>  |
| <b>Images</b>  | <ul style="list-style-type: none"><li>Minimum resolution – 300dpi</li><li>CMYK colour profile</li></ul>  |
| <b>Format accepted</b>   | Press optimised PDF  |
| <b>Formats not accepted</b>                                      | <ul style="list-style-type: none"><li>PDFs created using Word</li><li>Word document files</li><li>PowerPoint files</li><li>Excel files</li></ul>                                     |

## Operational guidelines

### Who can advertise in the UAC Guide?

UAC accepts advertisements from:

- institutions who are 'approved higher education providers' eligible to offer FEE-HELP (as defined by the Australian Government) or a university-owned private provider; and/or
- organisations who offer services relating to higher education.

In general, UAC will encourage advertisements relating to matters that positively affect the life of a higher education student.

### Space available

No more than 10% of the Guide will be available for advertising.

### Placement of adverts

UAC retains the right to control the placement of all advertisements, which are subject to layout constraints and available space.

Institutions who promote their courses in the Guide (either as a Fully Participating institution in Part 2 or an Apply Direct institution in Part 3) can:

- place an advert within their own Part 2 or Part 3 entry, or
- place an advertisement within Part 1, General Information.

No advertisements for an institution will be placed in another institution's entry.

All other advertisements will be placed in Part 1, General Information.

### Advertising integrity

All advertising must be presented in accordance with the Australian Association of National Advertisers Code of Ethics available at <http://aana.com.au/self-regulation/codes/>.

UAC retains the right to approve and control the style and content of all advertisements.

Where information is presented as fact, it should be accurate and verifiable. No factual claim should be made which cannot be substantiated. Advertisers, not UAC, are responsible for information contained in advertisements.

# Next Steps – Workflow and Schedule



Advertisers must use the booking form on page 6 to secure an advertisement in the UAC Guide.



**September to Monday 16 April 2018**  
(final deadline)

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UAC issues a 50% deposit pre-invoice advice.



**Within 14 days of receipt of the booking form**

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UAC will then issue a 7-day invoice for the 50% deposit.

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Press-ready to specification advertisement required at UAC.



**Friday 27 April 2018**  
(final deadline)

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UAC Guide 2018–19 published and sent to schools.



**Mid-July 2018**

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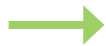
UAC issues pre-invoice advice for remaining 50% of cost.



**July 2018**

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UAC will then issue a 7-day invoice for the remaining 50% of cost.



**July 2018**

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# UAC Guide 2018–19

## Advertising Booking Form



This form must be completed, scanned and emailed to [publications@uac.edu.au](mailto:publications@uac.edu.au) by 4.30pm Monday 16 April 2018.

**All press-ready, specification-compliant advertisements must be sent to [publications@uac.edu.au](mailto:publications@uac.edu.au) by 4.30pm Friday 27 April 2018.**

### Advertiser Details

|                      |                      |
|----------------------|----------------------|
| Advertiser Name      | ABN                  |
| <input type="text"/> |                      |
| Contact Name         | Email                |
| <input type="text"/> |                      |
| Postal Address       | Telephone            |
| <input type="text"/> | <input type="text"/> |
|                      | Fax                  |
|                      | <input type="text"/> |

### Advertising Details (please enter amounts required)

- A4 Full page \$11,600     
  A4 Half page \$6,700     
  A4 Quarter page horizontal \$3,700  
 A4 Inside back cover – price on application     
  Multiple pages – price on application

I have read and accept the Terms and Conditions set out on page 7. I am an authorised officer of the above-named Advertiser.

Name ..... Position.....

Signature ..... Date.....

### Confirmation of Booking/Deposit Pre-invoice Advice (to be completed by UAC)

An invoice for the deposit will be sent to the contact name above.

|   |                         |
|---|-------------------------|
| <input type="checkbox"/> A4 Full page \$11,600              | = \$                    |
| <input type="checkbox"/> A4 Half page \$6,700               | = \$                    |
| <input type="checkbox"/> A4 Quarter page horizontal \$3,700 | = \$                    |
| <input type="checkbox"/> Inside back cover/multi pages      | = \$                    |
| <input type="checkbox"/> Less 25% discount (if applicable)  | = \$ -                  |
| Total   | \$ <input type="text"/> |
| <b>50% deposit due</b>                                      | \$ <input type="text"/> |

Name .....

Position .....

Signature .....

Date.....

The above-named is an authorised officer of UAC.

### Final Payment Pre-invoice Advice (to be completed by UAC)

An invoice for the final outstanding payment will be sent to the contact name above.

|                               |                                      |
|-------------------------------|--------------------------------------|
| Total \$ <input type="text"/> | Deposit paid \$ <input type="text"/> |
| <b>Final amount due</b>       | \$ <input type="text"/>              |

Name .....

Position .....

Signature .....

Date.....

The above-named is an authorised officer of UAC.

# Terms and Conditions

- 1** To secure an advertisement for inclusion in the UAC Guide 2018–19, an Advertiser must:
  - (a) complete the booking form on page 6 of this brochure and send to UAC by the date stipulated on the form
  - (b) make payment of a 50% deposit of the total cost of the advertisement within 7 days of receipt of an invoice sent by UAC
  - (c) provide a press-ready specification-compliant advertisement to UAC by Friday 27 April 2018.
- 2** UAC reserves the right to cancel an advertisement at any time where a breach of conditions 1(b) or (c) occurs or where UAC considers that an operational or reputational risk to the Guide may occur.
- 3** In the event that a cancellation occurs (either by an Advertiser or by UAC) and an invoice for a deposit has been issued by UAC and has fallen due, UAC will:
  - (a) retain the entirety of any deposit paid, or
  - (b) request payment of the outstanding deposit should the deposit not have been paid.

See Advertising Rates and Options on page 3 of this brochure.
- 4** Advertisements are subject to final approval by UAC. All decisions made by the Managing Director, UAC with regard to compliance with the Australian Association of National Advertisers Code of Ethics will be final. All decisions made by UAC regarding style, content and layout will be final.
- 5** Advertisers, not UAC, are responsible for the verification of information contained in their advertisement and are liable for all consequences of any incorrect information published.
- 6** All UAC invoice requests will be preceded by a pre-invoice advice issued by an authorised officer of UAC.

## Contact us

For more information, contact:

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