



Apply Direct Entry

UAC Guide 2017-18

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 112,000 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.

Digital footprint

- All information in the Guide is also on UAC's website, with course details available through our comprehensive online course search, which allows users to search by keyword, institution, code and pattern of study.
- In each year-long admissions period, UAC's website has more than 1 million unique visitors.
- UAC's Facebook page, Twitter and Directions, our e-newsletter, keep our key audience up-to-date and include relevant links to our website.

What is an Apply Direct Entry?

Part 3 of the UAC Guide is a dedicated section for institutions who manage their own application and admissions processes.

An Apply Direct Entry includes:

- Your logo and image
- General information about your institution
- Information about your courses (a fixed fee per course applies – see ‘Costs’ on page 3).

The information will have the same look as UAC participating institution entries in Part 2 of the Guide, including major standard headings. UAC will work with you to edit and style your entry.

All information appearing in the Guide will also be available on UAC’s website, with courses included in our easy-to-use online course search.

Each entry will be allocated up to one page (approx. 1,000 words) for general information, and quarter of a column (approx. 250 words) for each course description.

Eligibility

To be included in Part 3 of the Guide:

- your institution must be an ‘approved higher education provider’ eligible to offer FEE-HELP (as defined by the Australian Government) or a university-owned private provider
- courses must be at diploma level or higher, with HECS-HELP or FEE-HELP or VET FEE-HELP available to eligible students.



Costs and Technical Specifications



Costs

Listing fee: \$13,575 per institution
Course entry: \$ 2,730 per course

Example

If your institution would like to list two courses:

Listing fee:	\$13,575
Course entry fee:	\$ 5,460 (\$2,730 x 2)
<hr/>	
Total:	\$19,035

All prices are inclusive of GST.

Payment

To secure an Apply Direct Entry, a 50% deposit of the total cost of your entry 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.

Advertising discount

In addition to an Apply Direct Entry, your institution may wish to place a separate advertisement in the Guide.

UAC is pleased to offer a 25% discount on standard rates if you choose to place an advertisement in the Guide.

Advertising rates, options, a booking form and our terms and conditions are set out in a separate brochure – *Advertising UAC Guide 2017–18*.

Technical specifications

Copy: All copy must be provided to UAC in Word format on the Word template provided by UAC (either a new template or your previous year's entry).

Logo: High resolution (300dpi); CMYK profile in either jpg, tiff, pdf or eps format.

Image: Size including 5mm bleed – 220mm(w) x 72mm(h).

High resolution (300dpi); CMYK colour profile in either jpg, tiff, pdf or eps format.

Next Steps – Workflow and Schedule

Institutions must use the booking form on page 5 to secure an Apply Direct Entry in the UAC Guide and enter how many courses will be listed.



**October to Monday 6 February 2017
(final deadline)**

UAC issues a 50% deposit pre-invoice advice. UAC provides a Word template for your entry.



Within 14 days of receipt of the booking form

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

First draft of Apply Direct Entry (Word template) image and logo due at UAC.



Monday 3 April 2017

Submission of draft confirms the amount of course entries to be listed.

UAC edits your entry to house style and returns a track-changed Word document with any queries.



April/May 2017

UAC sends a fully laid-out final PDF of your entry.



Sign-off required by Friday 19 May 2017

UAC Guide 2017–18 published and sent to schools.



Mid-July 2017

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



July 2017

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



July 2017

UAC Guide 2017–18 information is available on our website uac.edu.au.



August 2017

UAC Guide 2017–18

Apply Direct Entry Booking form

This form must be completed, scanned and emailed to publications@uac.edu.au by **4.30pm Monday 6 February 2017**.

Institution details

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

Entry details (please enter amounts required)

Listing fee (\$13,575 per institution) Course entries (\$2,730 per course)

I have read and accept the Terms and Conditions set out on page 6. I am an authorised officer of the above-named institution.

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"/> Listing fee (\$13,575 per institution)	= \$	
<input type="checkbox"/> Course entries (\$2,730 per course)	= \$	
	Total	<input type="text"/>
	50% deposit due	<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"/>
		Final amount due	<input type="text"/>

Name

Position

Signature

Date.....

The above-named is an authorised officer of UAC.

Terms and Conditions

- 1** To secure an Apply Direct Entry for inclusion in the UAC Guide 2017–18, an institution must:
 - (a) complete the booking form on page 5 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 Apply Direct Entry within 7 days of receipt of an invoice sent by UAC,
 - (c) provide an initial draft of their Apply Direct Entry, logo and image to UAC by Monday 3 April 2017,
 - (d) meet UAC's reasonable deadlines issued throughout the editorial and production process.
- 2** UAC reserves the right to cancel an Apply Direct Entry at any time where a breach of conditions 1(b), (c) or (d) occurs or where UAC considers that an operational or reputational risk to the Guide may occur.
- 3** In the event that cancellation occurs (either by the Apply Direct institution or by UAC) for any reason 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.
- 4** Apply Direct Entries are subject to final approval by UAC. All editorial and production decisions made by UAC will be final.
- 5** UAC will not publish an Apply Direct Entry until receiving sign off by an authorised officer of an Apply Direct institution.
- 6** An Apply Direct Entry cannot be cancelled once signed off by an authorised officer of an Apply Direct institution.
- 7** An Apply Direct Entry is limited to an initial print entry in Part 3 of the UAC Guide, a PDF of that entry uploaded to the UAC website and courses listed within the Apply Direct Entry to be included in UAC's online Course Search. UAC will not manage or maintain in print or online any changes to the Apply Direct Entry or the courses listed within that entry once it has been signed off.
- 8** Apply Direct institutions, not UAC, are responsible for the verification of information contained in their Apply Direct Entry and are liable for all consequences of any incorrect information published.
- 9** All UAC invoice requests will be preceded by a pre-invoice advice issued by an authorised officer of UAC.

See Costs and Technical Specifications on page 3 of this brochure.

Contact us

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