UAC

UNIVERSITIES ADMISSIONS CENTRE.



ADVERTISING 2019

STEPS TO UNI FOR YEAR 10 STUDENTS

ABOUT THE PUBLICATION

KEY REFERENCE

- Published in May each year, Steps to Uni for Year 10 Students is a key publication for Year 10 students in NSW and the ACT choosing their courses for Years 11 and 12.
- Already in it's 25th year of publishing, the Steps to Uni for Year 10 Students is already a valued resource with sample copies supplied to all high schools in NSW and the ACT.
- It is the only comprehensive book of its type in NSW and the ACT and aims to help students make decisions about study in senior high school and beyond.

WIDE COVERAGE

- Due to increaing demand, our print run for Steps to Uni for Year 10 Students will increase in 2019 allowing us to provide it free-of-charge to all Year 10 students in NSW and the ACT.
- With its high pass-on rate to parents and other influencers, Steps to Uni for Year 10 Students will have an extremely wide readership.

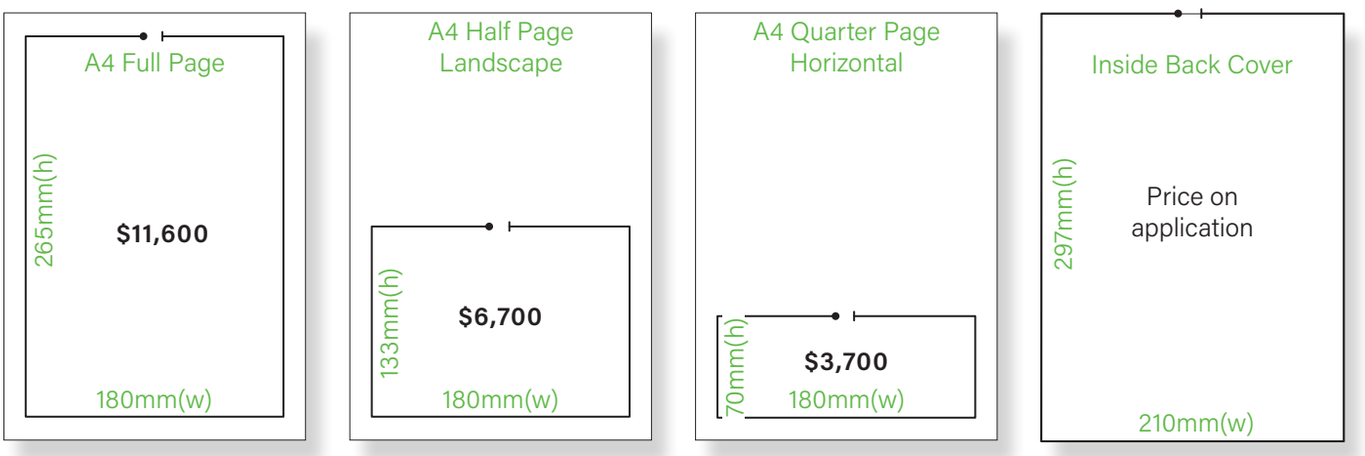
INVALUABLE RESOURCE

- With comprehensive information about subject selection, admission requirements and career opportunities, students can explore their options and ensure they are on the right track for university entry.
- A primary aid for teachers and student advisers, Steps to Uni for Year 10 Students forms the basis of classroom sessions, assemblies and parent evenings.



ADVERTISING RATES AND OPTIONS

PRINT ADVERTISEMENT SIZES AND RATES



DISCOUNT

UAC participating 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 Steps to Uni for Year 10 Students, 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 February for the outstanding amount, followed by a 7-day invoice for the outstanding amount.



TECHNICAL SPECIFICATIONS AND OPERATIONAL GUIDELINES

TECHNICAL SPECIFICATIONS

Size (a 5mm bleed must be added to these sizes)	A4 Full Page 180mm(w) x 265mm(h)
	A4 Half Page Landscape 180mm(w) x 133mm(h)
	A4 Quarter Page Horizontal 180mm(w) x 70mm(h)
	Inside Back Cover 210mm(w) x 297mm(h)
Font	– Must be converted to outline – Must be embedded
Images	– Minimum resolution – 300dpi – CMYK colour profile
Format accepted	Press optimised PDF
Formats not accepted	– PDFs created using Word – Word document files – PowerPoint files – Excel files

OPERATIONAL GUIDELINES

Who can advertise in Steps to Uni for Year 10 Students?

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 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 publication 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.

Participating institutions listed in Steps to Uni for Year 10 Students can:

– place an advert within their own entry, or
– place an advertisement within the general information sections of the publication.

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

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 4 February 2019 (final deadline)**
UAC issues a 50% deposit pre-invoice advice.	→	**Within 14 days of receipt of the booking form**
UAC will then issue a 7-day invoice for the 50% deposit.		
Press-ready to specification advertisement required at UAC.	→	**Friday 15 February 2019 (final deadline)**
Steps to Study for Year 10 Students published and sent to schools.	→	**May 2019**
UAC issues pre-invoice advice for remaining 50% of cost.	→	**May 2019**
UAC will then issue a 7-day invoice for the remaining 50% of cost.	→	**May 2019**



STEPS TO STUDY YEAR 10 2019 ADVERTISING BOOKING FORM

THIS FORM MUST BE COMPLETED, SCANNED AND EMAILED TO PUBLICATIONS@UAC.EDU.AU BY 4.30PM MONDAY 4 FEBRUARY 2019.

All press-ready, specification-compliant advertisements must be sent to publications@uac.edu.au by 4.30pm Friday 15 February 2019.

Advertiser Details

Advertiser Name

ABN

Contact Name

Email

Postal Address

Telephone

Purchase Order No/Booking Ref No

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.

☐ A4 Full page $11,600 = $

☐ A4 Half page $6,700 = $

☐ A4 Quarter page horizontal $3,700 = $

☐ Inside back cover/multi pages = $

☐ Less 25% discount (if applicable) = $ –

Total $

50% deposit due $

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 $ Deposit paid $

Final amount due $

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 Steps to Uni for Year 10 Students 2019, 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 the date stipulated in the form.

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 publication 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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ACCESS YOUR POTENTIAL.

UAC

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