
UAC
ADVERTISING +
APPLY DIRECT ENTRY
2022

About our publications

UAC Guide

- Published each year, the UAC Guide is the key publication for prospective tertiary students in NSW and the ACT.
- In 2022, the UAC Guide will be distributed to schools in April in time for admissions opening in April.
- 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.

Steps to Uni for Year 10 Students

- 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.
- Now in its 28th year of publishing, *Steps to Uni for Year 10 Students* is a valued resource.
- In 2022, Steps to Uni for *Year 10 S*tudents will again be distributed to all Year 10 students in NSW and the ACT.

Wide coverage

- The Guide has the largest print run of any tertiary admissions guide in Australia and is provided free of charge to all 80,000 Year 12 students in NSW and the ACT.
- Our print run for *Steps to Uni for Year 10 Students* has increased to 100,000 allowing us to provide it free of charge to all Year 10 students in NSW and the ACT.
- Copies of both publications are also supplied to interstate schools, TAFE colleges, libraries and universities to reach all other potential applicants.
- With high pass-on rates to parents and other influencers, UAC's publications have an extremely long shelf-life and wide readership.

Invaluable resources

- Using the comprehensive information about subject selection, admission requirements and career opportunities provided, students can explore their options and ensure they are on the right track for university entry.
- As primary aids for teachers and student advisers, the UAC Guide and *Steps to Uni for Year 10 Students* form the basis of classroom sessions, assemblies and parent evenings.

Digital footprint

- Digital editions of UAC's publications are available on the UAC website, providing access to an even wider audience.
- As a trusted source of information, UAC's website has a high volume of visitors each year, particularly at peak times in the admission cycle.
- UAC's social media channels and e-newsletters keep our key audience up to date and include relevant links to our website.

Website and course search

Website traffic



Each year the UAC website attracts over 1.2 million unique visitors to the home page, and more than 6.2 million across the whole site.

There are an average of 600,000 page views per month with peaks in December (1.8 million page views), January (1 million page views), August and September (around 800,000 page views in each).

Institution landing pages



Each participating institution has a custom landing page with unique UAC url created to provide ease of access to admission information and course listings on the UAC website.

Apply direct institutions are also entitled to a landing page.

Landing pages offer branded images and a promotional blurb.

Course search



UAC's comprehensive online course search allows users to search for courses by keyword, institution, code and pattern of study.

Applicants are able to select and save favourite courses and then refer to them later when submitting an application.

UAC's Course Compass tool, designed to help students decide which uni courses to apply for, has an integrated course search function, allowing students to see courses under suggested fields of study. Visit uac.edu.au/coursecompass.

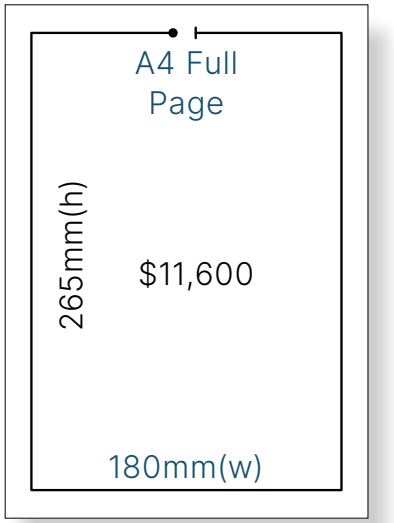
Quarterly reporting

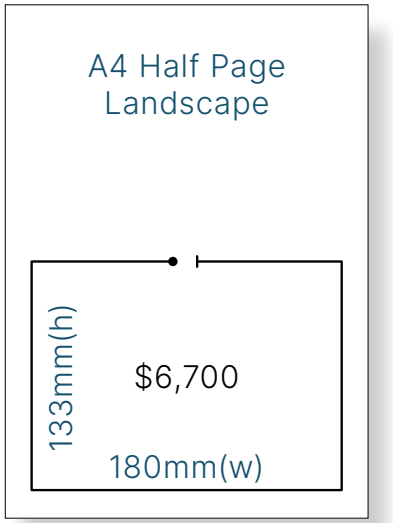


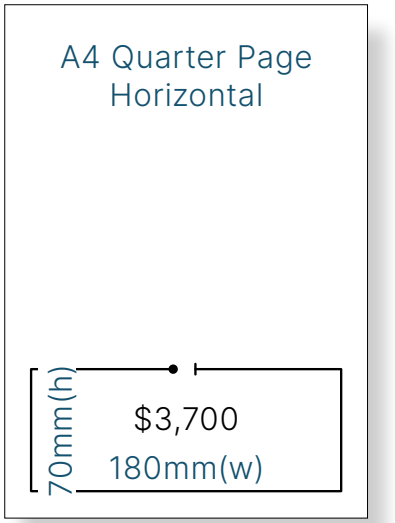
UAC provides participating and apply direct institutions (upon request) with a quarterly report on the website traffic to their course description pages, allowing institutions to track interest in courses.

Advertising rates and options

Print advertisement sizes and rates









Discount

UAC participating and apply direct institutions are entitled to a 25% discount on our standard advertising rates.

Book in both the UAC Guide and *Steps to Uni for Year 10 Students* to receive a 10% discount.

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

Payment

To secure an advertising space, 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 March for the outstanding amount, followed by a 7-day invoice for the outstanding amount.

Advertising specifications and guidelines

Technical specifications

Size (a 5mm bleed must be added to these sizes and no crop marks required)	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 UAC publications?

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 UAC's publications 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 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.

Apply direct entry

What is an apply direct entry?

Apply direct is for institutions who manage their own application and admissions processes.

Part 3 of the UAC Guide is a dedicated section for these entries and includes:

- your logo and image
- general information about your institution
- a list of your courses.

Each entry will be allocated a double-page spread for general information, contact details and links to important information.

The information will have the same look as UAC participating institution entries in Part 2 of the Guide.

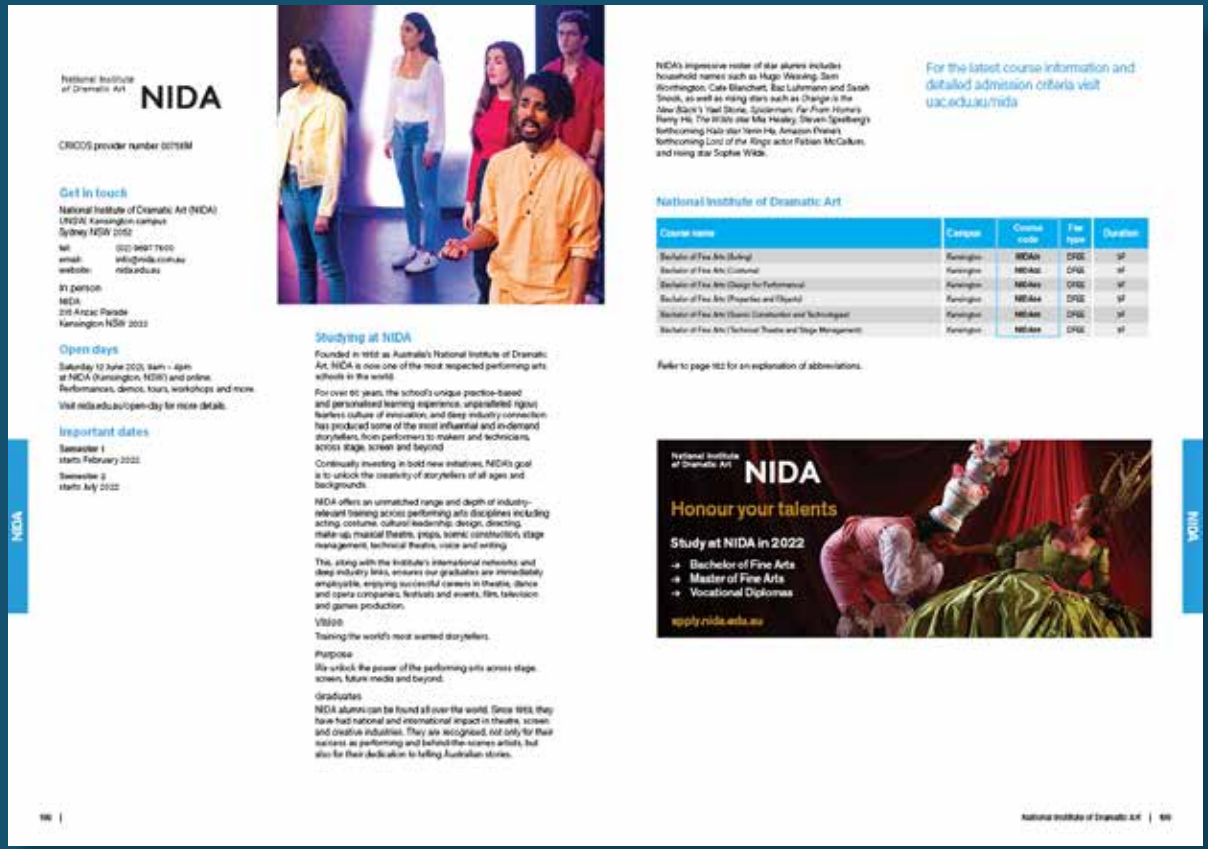
Apply direct course descriptions

Detailed course information will be published on UAC's website through our easy-to-use online course search. It will include major standard headings such as 'Admission criteria' and 'Application procedures'. UAC will work with you to edit and style your course descriptions (a fixed fee per course applies – see 'Costs' on the next page).

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.



Apply direct costs and technical specifications

Costs

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

Example

If your institution includes two course entries:

Listing fee:	$13,575
Course entry fee:	$ 5,460 ($2,730 x 2)
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 March for the outstanding amount, followed by a 7-day invoice for the outstanding amount.

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 jpg, tiff, pdf or eps format.

Images

- Banner 1600pix(w) x 300pix(h)
- Promotional space 1/4 page (optional).

Sizes including 5mm bleed. No crop marks required.

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

Next steps – workflow and schedule

Advertising

Advertisers must use the booking form to secure an advertisement in a UAC publication.	→	Friday 28 January 2022 (final booking 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.	→	February 2022
Press-ready to specification advertisement required at UAC.	→	Friday 18 February 2022 – for UAC Guide Friday 25 March 2022 – for Steps to Study
UAC Guide published and sent to schools.	→	April 2022
UAC will issue a 7-day invoice for the remaining 50% of cost.	→	April 2021
Steps to Study for Year 10 Students published and sent to schools.	→	May 2022
UAC will issue a 7-day invoice for the remaining 50% of cost.	→	May 2022

Apply direct

Institutions must use the booking form to secure an apply direct entry in the *UAC Guide* and website and enter how many courses will be listed.	→	Friday 28 January 2022 (final booking 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.	→	February 2022
Logo, images, promotional content and course list for printed Guide to UAC.	→	Monday 31 January 2022 (final deadline)
Full course description content to UAC for website.	→	Friday 28 February 2022 (final deadline)
UAC Guide published and sent to schools.	→	April 2022
UAC will issue a 7-day invoice for the remaining 50% of cost.	→	March 2022
Institution information and course descriptions published on the UAC website.	→	April 2022

2022 Advertising + apply direct entry

booking form

This form must be completed, and emailed to publications@uac.edu.au by 4.30pm Friday 28 January 2022.

Booking details

Advertiser/Institution name

ABN

Contact name

Email

Postal address

Telephone

Purchase order no/Booking ref no

Advertising options (please enter amounts required)

Steps to Uni for Year 10 Students

- ☐ 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

UAC Guide

- ☐ 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

Apply direct entry options (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. I am an authorised officer of the above-named advertiser/institution.

Name

Position

Signature

Date

All content must be sent to **publications@uac.edu.au** by the due date listed below.
Content for printed publications: Monday 31 January 2022
Content for web course descriptions: Friday 28 February 2022
Advertising artwork: Friday 18 February 2022 (for UAC Guide), Friday 25 March 2022 (for Steps to Study)

UAC office use only

Confirmation of booking/deposit pre-invoice advice (to be completed by UAC)

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

Steps to Uni for Year 10 Students

- ☐ A4 Full page $11,600 = $
- ☐ A4 Half page $6,700 = $
- ☐ A4 Quarter page horizontal $3,700 = $
- ☐ Inside back cover/multi pages = $
- ☐ Less 10% discount (for ads in both) = $ –

sub total $

UAC Guide

- ☐ 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) = $ –

sub total $

Apply direct entry

- ☐ Listing fee $13,575 per institution = $
- ☐ Course entries $2,730 per course = $

sub total $

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 or an apply direct entry, an advertiser/institution must:

(a) complete the relevant booking form in 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 all content to UAC by the date stipulated in this brochure.

2 UAC reserves the right to cancel an advertisement or an apply direct entry 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.

4 Advertisements and apply direct entries 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 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 is limited to an initial print entry in Part 3 of the UAC Guide, an institution landing page on the UAC website and courses listed within the apply direct entry 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.

7 Advertisers/institutions, not UAC, are responsible for the verification of information contained in their advertisement/apply direct entry and are liable for all consequences of any incorrect information published.

8 All UAC invoice requests will be preceded by a pre-invoice advice issued by an authorised officer of UAC.

Contact us

For more information about advertising products featured in this brochure, contact:

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