With a living history that extends over 130 years, the University of Melbourne Student Union (UMSU) is committed to providing quality experiences on campus for students, staff and visitors, from a wide variety of backgrounds.

Our audience is provided with rich content and experiences across web, mobile, events, competitions, social media and merchandise.

We are a vital part of the University of Melbourne, consistently ranked as Number 1 in Australia among the leading universities in the world with:

- 40% Male
- 14% International
- 60% Female
- 86% Australian
All rates are GST inclusive. Terms & Conditions: umsu.unimelb.edu.au/advertise
ORIENTATION WEEK #0WEEK

O Week is the biggest annual event at the University of Melbourne. Over the course of one week, the campus is transformed into a vibrant festival with interactive games, live entertainment and giveaways.

UMSU services, departments and over 200 clubs are active during this time, connecting with students during the busiest and most exciting time on campus.

It’s the perfect opportunity for directly targeting new students while they are still establishing brand loyalty.

Bookings now open until 23 January 2015 unless sold out prior.

CARNIVAL DAY

- 3 x 3m marquee
- table and two chairs included

DATE 24 February 2015
REACH 8,000
PRICE $1,950

CLUBS DAYS

- 3 x 3m marquee
- table and two chairs included

DATES 26 & 27 February 2015
REACH 7,000 per day
PRICE $1,600 per day

SHOWBAG PRODUCT PLACEMENT

During O Week showbags with usable samples & discount vouchers are handed out to students, a perfect placement opportunity for your brand.

REACH 3,000
PRICE FREE!
PROMOTIONAL STALLS

Missed out on O Week? Want to target students during the year?
Promotional stalls are available throughout semester – an engaging and credible way to get your message across.
Stalls can be set up inside or outside Union House – the highest traffic building – located in the heart of Parkville campus.
Connect directly with students in their own environment.

TUESDAY BAND & BBQ
• undercover outdoor courtyard
• table and two chairs included

OTHER WEEK DAY
• indoor and outdoor sites available
• table and two chairs included

REACH 12,000
PRICE $800

REACH 10,000
PRICE $500

SPONSORSHIP
UMSU runs a number of programs throughout the year that seek sponsorship both in the form of monetary donations, or relevant items for giveaways and showbags, including:
• Night Market: food, crafts and arts from around the world
• Mid-year Orientation: a smaller scale event welcoming predominantly international students
• Welfare Student Department: free breakfast, food bank
• Activities Student Department: gigs, comedy nights, cocktail parties
• Destination Melbourne: merchandise, prize packs
• VCE Summer School: printing, giveaways
• Festival of Nations: a celebration of diverse cultures

All rates are GST inclusive. Terms & Conditions: umsu.unimelb.edu.au/advertise
ONLINE

E-NEWS
UMSU’s weekly newsletter to 10,000+ subscribers. Limited bookings to only one external advert in each issue.

- 40 words maximum
- 400px x 275px size image
- Optional website link

REACH: 10,000+
PRICE: $500

SOCIAL MEDIA
UMSU Facebook page: facebook.com/UMSUunimelb
Limited bookings of two external advert posts per week.

- 30 words maximum
- Optional image
- Optional website link

REACH: 12,000+
PRICE: $350 1 post
$1,100 4 posts

ONLINE PACK
E-News & Facebook posts to reach across most relevant online platforms (valued at $850).

REACH: 25,000+
PRICE: $650

All rates are GST inclusive. Terms & Conditions: umsu.unimelb.edu.au/advertise
FURTHER OPPORTUNITIES

FARRAGO MAGAZINE
This monthly publication is written by students, for students. It is the only printed magazine on campus and is seen by up to 60% of the 18–25 year old student population.

For more information and for booking form visit: umsu.unimelb.edu.au/advertise

REACH  5,000 / 6,000 across 30 locations on campus
PRICE  from $485

STUDENT DISCOUNT DEAL
If you offer an exclusive and genuine deal to University of Melbourne students for a minimum of a semester, the following free advertising opportunities are available:

• 1 x Facebook post (valued at $350)
• 1 x Discount listing on our website (optional: add logo)

PRICE  Free!

WEBSITE
Stand out from the crowd!
Add your logo on the website on top of one Facebook post (valued at $350) + one discount listing on our website.

Please note: This option is only available if you book the Student Discount Deal

REACH  150,000+ peak
50,000+ semester breaks
PRICE  $600 per month

All rates are GST inclusive. Terms & Conditions: umsu.unimelb.edu.au/advertise
**Booking Form**

**Advertiser Details**

Organisation: ___________________________________________

First name: ____________________ Surname: _______________

Position title: ___________________________________________

Postal address: ___________________________________________

State: _____________________________ Postcode: _______________

Phone: ____________________________ Mobile: _________________

Email: ____________________________________________________

**Terms & Conditions**

All advertising and promotions are subject to UMSU's policies.

Artwork must meet the specifications, otherwise it will not be accepted.

All payment is due before the advertisement or promotional stall is scheduled.

On booking of stalls, a copy of your insurance must be submitted.

UMSU takes no liability for activations or for the success of your promotion.

Cancellations less than 48 hours beforehand will incur a 50% cancellation fee.

All rates are GST inclusive.

Please find a full copy of our terms and conditions:

umsu.unimelb.edu.au/advertise

*Dates are not guaranteed until UMSU confirms availability.

☐ I have read and understood all the Terms & Conditions

Full name (please print) _____________________________________________

Signature: _______________________________________________________

Date: ____________________________

**Further Opportunities**

- **Student Discount Deal**
  - Free!
  - ☐ List of the exclusive deal offered
  - Dates valid
  - Any exclusions or conditions
  - ☐ Website
  - $800 per month
  - ☐ Sponsor logo on website

**Online**

- **Social Media**
  - ☐ 1 Facebook post: $350
  - Date* _______________________
  - ☐ 4 Facebook posts: $1,100
  - Month _______________________

- **E-News**
  - ☐ Newsletter x 1 insert: $500
  - Date* _______________________

- **Online Pack**
  - ☐ E-News + Facebook post: $650
  - Date* _______________________

** precinct 2015**

**Orientation Week #OWEEK**

Booking deadline 23 Jan 2015*

- ☐ Carnival Day: Tuesday 24 Feb $1,950
- ☐ Clubs Day: Thursday 26 Feb $1,600
- ☐ Clubs Day: Friday 27 Feb $1,600
- ☐ 3 x 3m marquee (table and two chairs included)

Power (what are you plugging in/wattage) _________________________

Activity (eg. competition, games, giveaways) _______________________

List items you are bringing to the site, and what you will be doing

_______________________________________________________________

**Promotional Stalls**

Table and two chairs included

- ☐ Tuesdays: $800
- ☐ Other week days: $500

Date/s* _______________________________________________________

Start time: __________________ Finish time: __________________

Power (what are you plugging in/wattage) _______________________

Activity (eg. competition, games, giveaways) _______________________

List items you are bringing to the site, and what you will be doing

_______________________________________________________________

**Showbags**

Free!

☐ Item for showbag

**Enquiries & Bookings**

Evie Bicos  Marketing & Events Officer
(03) 8344 0351  e.bicos@union.unimelb.edu.au

**UMSU**