WHAT WE DO & HOW WE DO IT

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:

- **60% Female**
- **40% Male**
- **14% International**
- **86% Australian**
All rates are GST inclusive. Terms & Conditions: umsu.unimelb.edu.au/advertise
Mid-year Orientation sees 3,000 new students on campus. The ‘Student Fair’ is held on Thursday 23 July from 12-3pm. Sponsors will be set up with UMSU and University Services in North Court (an undercover courtyard). This is your chance to participate and engage with new students.

Bookings close on Friday 4 July 2015 unless sold out prior.

STUDENT FAIR

- Approx. 2 meter space
- Table, chairs and display board included
- This is an outdoor (undercover) event – spaces limited!

DATE 23 July 2015
REACH 3,000
PRICE $600 — payment due 2 days prior to stall date
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

REACH 12,000
PRICE $800

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

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 12,000+
PRICE $650

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 15,000+
PRICE $400 1 post
$1,300 4 posts

ONLINE PACK
E-News & Facebook posts to reach across most relevant online platforms (valued at $1,050).

REACH 27,000+
PRICE $850

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

ADVERTISING AND PROMOTIONAL OPPORTUNITIES 2015 PAGE 6
# 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

<table>
<thead>
<tr>
<th>Reach</th>
<th>Price</th>
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<tbody>
<tr>
<td>5,000 / 6,000 across 30 locations on campus</td>
<td>from $485</td>
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## 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

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<tr>
<th>Reach</th>
<th>Price</th>
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<tbody>
<tr>
<td>150,000+ peak 50,000+ semester breaks</td>
<td>$800 per month</td>
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</table>

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 _______________________________________________________

**MID-YEAR ORIENTATION**

**Deadling for booking is Friday 4 July 2015**

SPACES ARE LIMITED AND BOOKINGS ARE TAKEN ON FIRST IN BASIS.

- **Student Fair** Thursday 23 July $600
- **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

**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** Month __________________________

**PROMOTIONAL STALLS**
Table and two chairs included

- **Tuesdays $800**
- **Other week days $500**

**Social Media**
- **1 Facebook post** $400 Date* ________________
- **4 Facebook posts** $1,300 Month ________________

**E-News**
- **Newsletter x 1 insert** $650 Date* ________________

**Online Pack**
- **E-News + Facebook post** $850 Date* ________________

**ENQUIRIES & BOOKINGS**
Communications & Marketing Department
(03) 8344 0351
communications@union.unimelb.edu.au