



UNIVERSITY OF SYDNEY UNION 2011 STUDENT DIARY ADVERTISING

The University of Sydney is the largest and oldest university across Australia with a student population of 47,775 students. The annual University of Sydney Union (USU) Student Diary is the best way to effectively and efficiently gain maximum reach within this key market. Distributed directly to students at Orientation Week, the publication is an essential and highly valued resource for 10,000 students.

A ONCE-A-YEAR OPPORTUNITY! DON'T MISS OUT! BOOK NOW!

Our staff personally distribute free copies of the Diary to students at O-Week. This ensures they receive it and are able to make use of it from the very start of semester - meaning that your marketing investment begins working for you from the earliest possible time.

The Diary is an essential resource for students containing specific information tailored to their needs as University of Sydney students.

Advertising in the Diary is kept to a minimum, which ensures that your advertisement stands out. Spaces are strategically placed throughout the most frequently used pages to ensure that your message is regularly noticed. The 2011 Diary will be printed in full colour throughout, giving your organisation the opportunity to further reinforce your brand identity and differentiate yourself within the marketplace.

Space is strictly limited, so early decision is advised. Don't miss this unique and highly targeted opportunity to cement a place for your organisation and its brands or services in the minds of this influential consumer group.

BOOKINGS CLOSE FRIDAY 29 OCTOBER 2010
(unless sold out earlier!)

For more information about USU Student Diary 2011 and other marketing opportunities, please contact:

Vanessa Almendrades
Advertising Manager
P 02 9563 6256
F 02 9563 6017
E v.almendrades@usu.usyd.edu.au
W www.usuonline.com



UNIVERSITY OF
SYDNEY UNION

ADVERTISING RATES

BACK COVER INSIDE	\$6,450 plus GST	W:148.5mm x H:210mm*
INSIDE FRONT COVER POCKET	\$6,695 plus GST	W:130mm x H:130mm**
FULL PAGE PREMIUM x 8	\$5,665 plus GST	W: 130mm x H: 200mm
<i>(Opposite each semester month) Choose which month you want March - June or August - November</i>		
FULL PAGE x 8	\$4,585 plus GST	W: 130mm x H: 200mm
HALF PAGE (horizontal) non-premium	\$2,990 plus GST	W: 130mm x H: 97.5mm
INSERTS (per 10,000)	\$2,010 plus GST per 10,000	

*plus 5mm bleed all sides **spec sheet for pocket will be provided once booking of space is confirmed

PLEASE NOTE:

- All advertisements are full colour only.
- All advertisements float within a 5mm white border unless bleed is noted above.
- Advertisements on inside and outside back covers require a 13mm clearance on left and right edges to allow for publication binding.
- Finished artwork to be provided by the advertiser according to specifications mentioned below.
- Inserts to be provided by advertiser.
- All rates are GST exclusive and do not include agency commission.
- 10% GST applicable on all rates.
- No discounts applicable to the above rates.

ARTWORK SPECIFICATIONS:

- **FORMAT - PDF.** This is only accepted format for artwork. It must be a HIGH RESOLUTION (300DPI) PRINT READY PDF, all fonts embedded and all colour converted to CMYK.
- **SUPPLY OF ARTWORK.** Only electronic files will be accepted. The two accepted methods of artwork supply are:
 - EMAIL: please email art, company name and contact name, to: v.almendrades@usu.usyd.edu.au
 - CD-ROM: delivered to:

Vanessa Almendrades
 Advertising Manager
 University of Sydney Union
 Ground Floor, Manning House
 The University of Sydney, NSW 2006

PLEASE NOTE:

- The University of Sydney Union will not accept responsibility for poor output of artwork not supplied to specifications.
- Artwork will not be accepted in any other format other than specified above.
- The University of Sydney Union reserves the right to refuse any artwork or content of an inferior standard.



BOOKING REQUEST FORM

Company:

On behalf of (for agencies only):

Contact name:

Phone no.:

Mobile:

Fax no.:

Email address:

Billing address:

The following advertising opportunity is requested in the 2010 Student Diary:

Please tick all relevant items:

- | | | |
|--------------------------------------------|-----------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Back Cover Inside | <input type="checkbox"/> Inserts |
| <input type="checkbox"/> Full Page Premium | <input type="checkbox"/> Half Page Horizontal | <input type="checkbox"/> Inside Front Cover Pocket |

TERMS & CONDITIONS:

- If the requested space is available, confirmation notice will be sent within 3 days of receipt of request. If not, you will be contacted to discuss alternatives.
- Cancellations must be made in writing within 3 days of booking request or the full rate will be charged (subject to deadline date.) 15% of payment is required upon cancellation of a booked advertisement.
- Payment is required no later than 14 days from date of invoice.
- In the event of artwork not being received by the due date, the full advertising rate will still be charged to the advertiser.
- Incomplete artwork will not be accepted (see specifications for further details.) Bleed is compulsory for specified. If bleed is not supplied with artwork, the University of Sydney Union will take no responsibility for shifting of artwork during the print process.
- All rates are GST exclusive and do not include agency commission. 10% GST applicable.
- Booking deadline – Friday 29 October 2010 (unless sold earlier or otherwise advised)
- Artwork deadline - Friday 12 November 2010. (It is advisable that artwork be sent to us well before the deadline, in the event of any changes required due to our advertising policies.)
- The University of Sydney Union has the right to refuse any advertisement, based on its Sponsorship & Advertising Policy. Should any advertising be refused, the University of Sydney Union will not be liable for cost incurred by the advertiser.
- The prices, dates and artwork specs may be subject to change without notice prior to confirmation of booking
- Full payment must be made before going to print

Signature of Advertiser:

Date:

FAX BACK TO ADVERTISING DEPARTMENT ON (02) 9563 6017

