



A unique and valuable opportunity to connect with the 32,000 UniSA students throughout 2020

- Promote your brand on UniSA campuses
- Benefit from USASA's strong relationship with students
- Engage with the valuable student demographic
- Showcase your brand at popular events

Advertise to UniSA Students.

Who are we?

The University of South Australia Student Association (USASA) is a non-profit organisation that provides essential services to more than 32,000 UniSA students.

USASA are one of the few ways in which businesses can advertise on UniSA campuses. We are a trusted touch point for students across 6 campuses (4 metropolitan and 2 regional). By advertising with USASA you are supporting students and the services we provide, such as free academic advocacy, Verse Magazine and more than 90 student clubs.

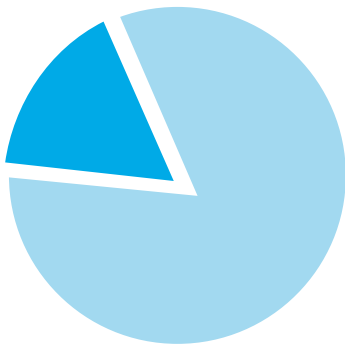


Student Demographic

USASA enables your brand to reach the diverse UniSA student demographic.**

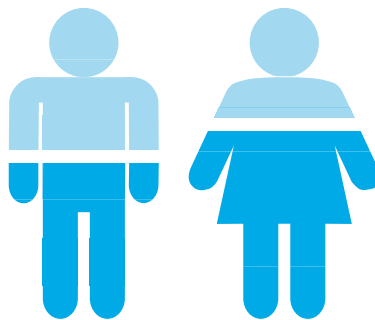
Background

82% : Domestic Students
18% : International Students



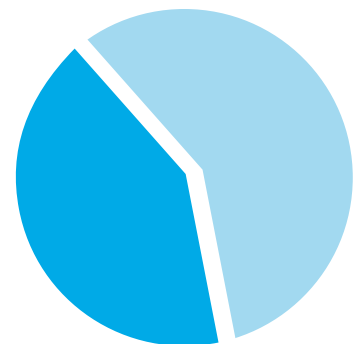
Gender

58% : Female
42% : Male



Age

65% : 24 years and under
35% : Over 24 years



** 2019 University SA Demographic Data

Contact USASA.marketing@unisa.edu.au to book or for enquiries

Brand Collaboration

If you are looking for an opportunity to create lasting brand awareness or student customer conversions, then becoming an Ultimate Brand Collaborator with USASA provides multi-level access to the UniSA community.

UniSA is traditionally strict with allowing off-campus brands to come on campus, so collaborating with USASA is a unique opportunity for your brand to access students studying at UniSA.

Through USASA's events, print and digital channels, we can connect your brand directly with UniSA's students. These platforms allow your brand to reach students with your message at a time that suits your communications and marketing strategies.

Ultimate Brand Collaborator Package

As an Ultimate Brand Collaborator, USASA & UniSA will work closely with you to maximise your brand exposure and interaction with students, creating lasting connections and brand loyalty. USASA is very flexible, if this package does not suit your brand's needs, please get in touch.

- **4x Prime Stalls at Campus Fair/UniTopia events**
(4x events, held on 4 days, over 2 weeks, limited spaces available)
- **2x Social media posts** (1x Facebook, 1x Instagram)
- **2x Social media stories** (1x Facebook, 1x Instagram)
- **1x Full page advert in Verse Magazine**
(in any of the 2020 Verse Magazine Editions)
- **1x Banner advert in USASA's e-newsletter**
- **1x Website banner advert**
(displayed for two weeks)
- **Product or promotional item in a show bag**
(1000+ bags distributed)
- **100 posters, 400 flyers**
(displayed for one month, to be distributed at over 100 locations on four campuses)
- **1x position on the 'Student Discount' page**
(where applicable)



Original cost
\$7,275

Package price
\$4,000

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Flagship Events

Make an impact with a promotional booth at one of USASA's flagship events - the perfect way to interact with UniSA students.



Campus Fair

Campus Fair is UniSA & USASA's main orientation event. The multi-campus event is full of freebies, festivities and fun, which aims to immerse students into university life, bring together people from all over campus and make lifelong mates. Campus Fair connects students with all USASA and UniSA services, including social and sport student clubs, events, wellbeing, career and volunteer opportunities, leadership to name a few.

USASA.sa.edu.au/CampusFair



UniTopia

UniTopia is USASA's wellbeing event for all UniSA students. It's designed to encourage attendees to take a study-break and nurture their wellness. Students will find all sorts of tactile activities to help them relax, move, create, connect and nourish their minds. It's the perfect event to showcase your brand, in a relaxing, stress-free environment.

USASA.sa.edu.au/UniTopia



Art on Campus

Art on Campus is the perfect opportunity for students to express their creativity, beautify the campuses and be showcased in the SALA Festival. The project unites aspiring artists, designers, and creatives from all disciplines across UniSA. Entries open mid-year, with the launch event being held on August 1st.

USASA.sa.edu.au/ArtonCampus

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Event Stalls

Create your own space within one of USASA's events, the perfect way to interact with UniSA students.

Your activation can feature an engaging activity, promotional materials, giveaways, or whatever promotes your brand best. If you have any special requirements, please contact us, and we can provide a customised quote and options.

Prime Stall (limited spaces available)

Be at the forefront of Campus Fair, in a prime location.
The price includes all four events.

Includes:

- **Single 3m x 3m marquee**
- **Trestle or high bar table**
- **2x chairs or stools**
- **Up to 4 staff members from your team**
(including roaming options)

Cost: \$2,000



Standard Stall

Showcase your brand and engage with the student body with giveaways, competitions and branded signage.

Includes:

- **2m x 2m space**
- **Trestle or high bar table**
- **2x chairs or stools**
- **2 staff members from your team**

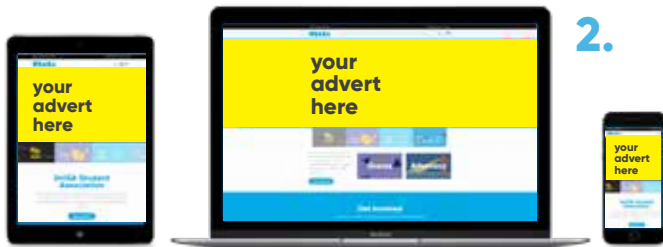
Cost: \$1,000



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Digital & Print Platforms

1.

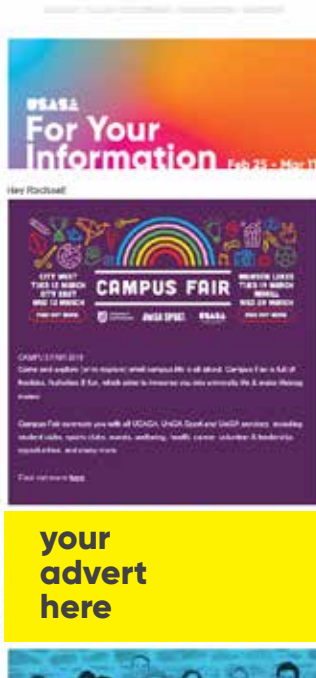


2.

1.

Social Media Post
(UniSA 193k+,
USASA 10k+)
Value = \$500

3.



4.



2.

2 week banner advert
on USASA's website
(33k+ avg. monthly
visits)
Value = \$900

3.

1 Banner advert in our
student newsletter
(goes to 30,000+
students)
Value = \$500

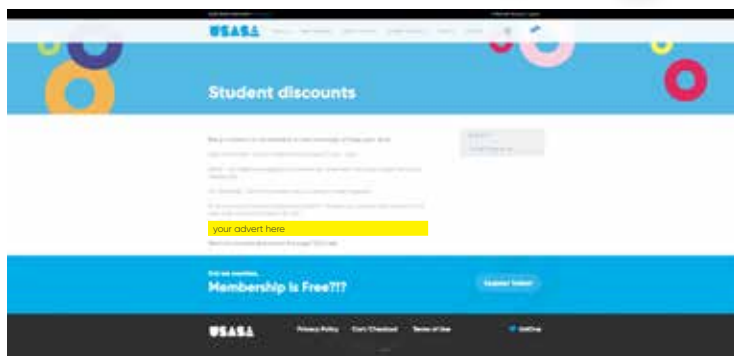
5.



4.

Posters & flyers on
USASA's boards around
your chosen campus
Value = starting at \$150

6.



5.

Full page
Verse Magazine Ad
(2,000 circ. per edition.
+ online circ.)
Value = \$750

6.

Student Discounts
Page (4,000- 6,000 av.
views p/m)
Value = \$200

Digital & Print Platforms

Through our print and digital channels USASA is able to connect your brand directly with UniSA's students. These platforms allow your brand to reach students with your message at a time that suits your communications plan.

Digital and Print Ads	Bundle Price	Individual Price	Specs and details
eNewsletter Banner (30,000+ subscribers)	\$1,050 + GST (\$200 saving)	\$500 + GST	<ul style="list-style-type: none"> - Fortnightly distribution - Specific dates available - 600px wide x 230px high
Full page Verse Magazine Ad (2,000 circ. per edition. + online circ.)		\$750 + GST	<ul style="list-style-type: none"> - Full colour / Full Page - Distributed across 6 campuses and online - 170mm wide x 240mm high
Homepage Banner (4,000- 6,000 av. views p/w)		\$900 + GST	<ul style="list-style-type: none"> - 2 week duration - Visit USASA.sa.edu.au for a visual - Placement in first 3 slides
Student Discounts Page (4,000- 6,000 av. views p/m)	*included with other bookings	\$200 + GST	<ul style="list-style-type: none"> - Full year - visit USASA.sa.edu.au/StudentDiscounts

Please note ads placed during the O-Week period (Feb 25 - Mar 10) will incur a 20% premium

eNewsletter: USASA's fortnightly email newsletter is sent to 30,000+ subscribers providing them with the latest student news, event info and frequent giveaways. The newsletters student-oriented tone, is a refreshing presence in student inboxes.

Student Magazine: Verse Magazine is a publication created by UniSA student submissions and a team of student editors. Verse is published 6 times per year in both print and online format, 13,000 printed copies are circulated on campus each year as well as 2,000+ online impressions.

Website Banner: The USASA website, receiving an average 42,000 visits each month, is mobile responsive and visually engaging. The homepage (4,000- 6,000 average pageviews per week) features a prominent feature slider reserved for key USASA messages and select advertisers.

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Campus Distribution

USASA can distribute your printed collateral on campus, providing your brand a unique opportunity to cut-through and access the student demographic in their University setting.

Posters can be distributed on USASA poster boards across UniSA metropolitan campuses. Our staff distribute your collateral to these high-traffic notice boards across campus. Flyers can be distributed via USASA Service spaces located on metropolitan campuses. The counters are a social information hub staffed 10am-4pm weekdays. They a highly trafficked location for students seeking information or a friendly face.

The campuses are monitored continuously for unsolicited advertising material, which if not endorsed by the University or USASA, is promptly removed.

Multi Campus Distribution	4 Campus Bundle	4 Campus distro	Specs and details
Campus Poster Boards (20,000+ students) x100 posters	\$725 + GST (\$125 saving)	\$500 + GST (\$100 saving)	<ul style="list-style-type: none"> - Distribution across campus - Appearance on 80+ boards - Period of 2 months - Posters must be supplied
USASA Campus Service Counters (4000+ student visits) x400 flyers		\$350 + GST (\$50 saving)	<ul style="list-style-type: none"> - Placement at USASA Service Counters and Stands - Period of 2 months - Flyers must be supplied

Single Campus Distribution	Per Campus Bundle	Per Campus distro	Specs and details
Campus Poster Boards (6,000 - 10,000 students) x25 posters	\$200 + GST (\$50 savings)	\$150 + GST	<ul style="list-style-type: none"> - Distribution across campus - Appearance on 20+ boards - Period of 2 months - Posters must be supplied
USASA Campus Service Counters (400 - 1600 students) x 100 flyers		\$100 + GST	<ul style="list-style-type: none"> - Placement at USASA Service Counters - Period of 2 months - Flyers must be supplied

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