




USASA **empowering you**

# Advertise to UniSA Students

2025 Rate Card

A unique and valuable opportunity to connect with the 10,000+ new UniSA students throughout the entire 2025 year.

- Promote your brand on UniSA campuses + online
  - Benefit from USASA's strong relationship with students
  - Engage with the valuable student demographic
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# Digital and 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<br>(60,000+ subscribers)                                    | \$1,050 + GST<br>(\$300 saving) | \$600 + GST      | <ul style="list-style-type: none"> <li>- Fortnightly distribution</li> <li>- Specific dates available</li> <li>- 600px wide x 230px high</li> </ul>   |
| Full page<br>Verse Magazine Ad<br>(2,000 circ. per edition.<br>+ online circ.) |                                 | \$750 + GST      | <ul style="list-style-type: none"> <li>- Full colour / Full Page</li> <li>- Distributed across 6 campuses and online</li> <li>- 170mm wide x 240mm high</li> </ul>                            |
| Homepage Banner<br>(4,000- 6,000 av.<br>views p/w)                             |                                 | \$900 + GST      | <ul style="list-style-type: none"> <li>- 2 week duration</li> <li>- Visit <a href="http://USASA.sa.edu.au">USASA.sa.edu.au</a> for a visual</li> <li>- Placement in first 3 slides</li> </ul> |
| Student Discounts Page<br>(4,000- 6,000 av.<br>views p/m)                      | *included with other bookings   | \$200 + GST      | <ul style="list-style-type: none"> <li>- Full year</li> <li>- visit <a href="http://USASA.sa.edu.au/StudentDiscounts">USASA.sa.edu.au/StudentDiscounts</a></li> </ul>                         |

*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 60,500+ 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.

**Sponsored social media posts and event sponsorship negotiated on request; please contact [USASA.marketing@unisa.edu.au](mailto:USASA.marketing@unisa.edu.au) for bookings and enquiries.**

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

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

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