



University of
South Australia

ADVERTISING INFORMATION KIT 2006



Promote your products and services throughout the University of South Australia by advertising in the official publication *UniSANEWS*.

You can advertise directly to this diverse audience of staff, graduates, students and friends of the University – people with a wide range of careers and lifestyles.

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For further information
or to make a booking
please contact the
Editorial Assistant

Phone – (08) 8302 0028
Fax – (08) 8302 0977
Email – unisa.news@unisa.edu.au
Mail – GPO Box 2471, Adelaide, SA 5001

2006 ADVERTISING OPPORTUNITIES

(Effective 1 January 2006)

UniSANEWS is a quality full colour publication

390mm (h) x 275mm (w) ~ with a standard print run of 12 pages.

Nine issues of *UniSANEWS* are published annually and distributed to

University staff across all campuses, plus further afield to reach

friends of the University, politicians, government departments,

corporate leaders, students, alumni members and the general public.

Please see Page 3 for a comprehensive circulation breakdown and readership profile

2006 PUBLICATION DATES & DEADLINES

Issue	Booking Deadline	Material Deadline	Distributed
No 1 Feb/Mar	Jan 20	Jan 23	Feb 20
No 2 April	Feb 24	Feb 27	Apr 3
No 3 May	Mar 31	Apr 3	May 1
No 4 June	May 5	May 8	June 5
No 5 July	June 2	June 14	July 3
No 6 August	July 7	July 10	Aug 7
No 7 September	Aug 4	Aug 7	Sep 4
No 8 October	Sep 1	Sep 4	Oct 2
No 9 Nov/Dec	Oct 14	Oct 17	Nov 13

ADVERTISEMENT SIZES

All advertisements include full colour availability

50mm x 2 columns	50mm (h) x 79mm (w)	\$ 120
100mm x 2 columns	100mm (h) x 79mm (w)	\$ 240
150mm x 2 columns	150mm (h) x 79mm (w)	\$ 345
10cm x 2 columns	100mm (h) x 79mm (w)	\$ 240
Eighth page	100mm (h) x 120mm (w)	\$ 345
Sixth page	115mm (h) x 120mm (w)	\$ 435
Quarter page (vertical)	173mm (h) x 120mm (w)	\$ 620
Quarter page (horizontal)	95mm (h) x 248mm (w)	\$ 620
Half page (vertical)	356mm (h) x 120mm (w)	\$1170
Half page (horizontal)	173mm (h) x 248mm (w)	\$1170
Full page	356mm (h) x 248mm (w)	\$2145

Multi-placement contracts – price on application. All prices include 10% GST

ARTWORK REQUIREMENTS

Complete artwork required – supplied electronically as PDF (with fonts embedded) or TIFF

Artwork must be accompanied by a faxed or posted mono proof

or, for full colour advertisements, a colour proof by mail or courier.

These proofs are used for quality control purposes at time of production.

Assistance with artwork production is available – quotations supplied on request.

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UniSA News incorporating The Graduate

Circulation – 21,000 copies

Issue 1 (Feb/Mar), Issue 3 (May), Issue 5 (July), Issue 7 (Sept), Issue 9 (Nov/Dec)

UniSA News includes news about cutting edge research, University programs, industry and community collaboration, and initiatives and activities across UniSA campuses.

Nine issues of **UniSA News** are printed each year with a circulation of **20,000**. **The Graduate** supplement is in five of the nine issues each year (February/March, May, July, September and November/December)

For these issues, **UniSA News** and **The Graduate** are posted to an additional **13,000** UniSA graduates registered with the University of South Australia Alumni.

Of these **13,000**: **9000** graduates are based in South Australia, **1840** are located in other Australian states and **2160** live overseas.

The average age of alumni readers is 38 years with 52 per cent of recipients being female and 48 per cent male.

The readers of **UniSA News** and **The Graduate** are in the main highly educated professionals. The additional **13,000** copies are distributed by mail:

- **2300** copies to UniSA academic, administrative and support staff
- **1700** copies across all UniSA campuses through publication stands in high traffic areas including bars, cafeterias and libraries
- **1000** copies to prominent South Australians including corporate leaders, journalists and MPs
- **2000** copies widely read through a network of cafés, bars and bookshops in the Adelaide central business district and suburbs.

UniSA News incorporating Students@UniSA

Circulation – 7500 copies

Issue 2 (April), Issue 4 (June), Issue 6 (August), Issue 8 (October)

Nine issues of **UniSA News** are printed each year, with four of issues incorporating the **Students@UniSA** supplement (April, June, August and October).

The **Students@UniSA** supplement contains articles highlighting student successes, UniSA services, opportunities and issues pertinent to student life.

Profile of recipients:

- 39 per cent hold degrees from the University's Division of Business
- 33 per cent hold degrees in Education, Arts and Social Sciences
- 39 per cent hold degrees in IT, Engineering and the Environment
- 13 per cent hold degrees in Health Sciences

NB. the total of percentages is greater than 100% because some recipients hold multiple degrees.

In addition to this comprehensive **UniSA News** distribution, a further 2000 copies of **Students@UniSA** are printed and distributed as a stand-alone publication directly to students.

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UniSANEWS Booking Form

TO CONFIRM YOUR BOOKING PLEASE FAX OR MAIL THIS FORM TO US

Company name: _____ ABN: _____

Company contact: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

To appear in issue (month) _____ Price: _____

Advert size: _____

Additional information: _____

Conditions

All artwork supplied on CD must be PC formatted and clearly labelled as to its origins and contents. Please indicate if the CD needs to be returned.

Advertising rates are inclusive of 10% GST.

Terms

Invoice will be issued upon publication. Payment to be received within seven days.

Disclaimer

The views expressed in *UniSANEWS* are not necessarily those of the University of South Australia or the editor.

ACCEPTANCE OF TERMS AND CONDITIONS:

Name: _____ Signature: _____ Date: _____

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