

# 2017 Advertising & On-campus Promotion Rates

## Swinburne Student Union

### January 2017



## Background

Swinburne Student Union Inc. is the not-for-profit, independent, student controlled organisation operating at all three campuses of Swinburne University of Technology in Melbourne, Australia. SSU has over 2,500 financial members and a Facebook page with nearly 6,000 likes.

We welcome partnership and promotion arrangements with external organisations but reserve the right to refuse promotion of organisations that do not fit within our ethical framework. We offer a 25% discount off the listed prices for charities and not-for-profit associations. Listed prices do not include GST.

## SWINE Student Magazine

SSU publishes the independent student magazine *SWINE*. There are 4 issues per year, with a distribution of 2,000 across the Hawthorn, Croydon and Wantirna campuses. *SWINE* is written and produced solely by students.

## Advertising prices

Location	Price (ex. GST)
Outside back cover	\$900
Inside back cover	\$600
Inside front cover	\$700
Full page	\$300
Half page	\$175

## Artwork specifications

- PDF format
- CMYK Colour
- 5mm bleed
- All images 300dpi

## Deadlines

Issue	Booking	Artwork	Shelf date
1	Feb 1	Feb 8	Feb 20 (O Week)
2	Mar 28	Apr 4	Apr 17
3	Jul 4	Jul 11	Jul 24 (Sem 2 O Week)
4	Aug 28	Sep 4	Sep 18

## How to book

Email [promotion@ssu.org.au](mailto:promotion@ssu.org.au).

## **2017 Orientation Week & Welcome Back Week**

The 2017 Swinburne Orientation Week will be held at the Hawthorn Campus in the week commencing 20<sup>th</sup> February 2017, with the festivities on Tuesday 21<sup>st</sup>, Wednesday 22<sup>nd</sup> and Thursday 23<sup>rd</sup>. Welcome Back Week is held in the week commencing 27<sup>th</sup> February 2017 with festivities on the Monday through Thursday.

Organisational partners are able to book stalls/roaming either with the Student Union (for the area on John Street south of the railway bridge) or with the Swinburne Student Amenities Association (for the area on John Street north of the railway bridge). Additional, organisational partners can also place sample products or flyers in the Student Union member's showbag (1,750 distributed in Orientation Week and Welcome Back Week).

### **Prices**

All prices are per week (either Orientation Week or Welcome Back Week) and entitle you to attend on all days festivities are occurring throughout that week. If you wish to attend both weeks, you will need to pay two fees.

<b>Item</b>	<b>Price (ex. GST)</b>
Trestle table (1.75m)	\$395
Marquee (3x3) + table	\$545
Roaming (2 people max)	\$295
Showbag (product)	\$300
Showbag (flyer)	\$400

### **Deadlines**

- Booking – 3<sup>rd</sup> February 2017
- Supply of showbag products/flyers – 6<sup>th</sup> February 2017
- OH&S paperwork and questionnaire – 8<sup>th</sup> February 2017

### **How to book**

Email [promotion@ssu.org.au](mailto:promotion@ssu.org.au).

## SSU BBQ Market

SSU runs a BBQ on John Street at the Hawthorn Campus each Wednesday during semester periods. The BBQ operates from 11:00am until the sausages run out (typically 1:30pm). Over 400 sausages are served each week, with hundreds more students and staff passing by.

Organisational partners are able to book stalls/roaming from 10:30am to 1:30pm each Wednesday.

### Prices

Item	Price (ex. GST)
Lunchtime (3 hours)	\$250
Roaming (2 people max)	\$150
Power (limited supply)	\$50

### Dates

Semester 1	Semester 2
8th March	9th August
15th March	16th August
22nd March	23rd August
29th March	30th August
5th April	6th September
19th April	20th September
26th April	27th September
3rd May	4th October
10th May	11th October
17th May	18th October
24th May	25th October

### Deadlines

- Booking – 10 days prior to the event
- OH&S paperwork and questionnaire – Friday prior to the event

### How to book

Email [promotion@ssu.org.au](mailto:promotion@ssu.org.au).

## Social media/online

SSU's main online presence is its Facebook page, with nearly 6,000 likes. SSU also distributes email newsletters to its members four times per semester.

### Prices

Item	Price (ex. GST)
Facebook post	\$100
Newsletter text + logo	\$200

### Deadlines

Item	Booking	Artwork & copy	Distribution date
Facebook post	10 days prior	5 days prior	When desired
Newsletter 1	1st March	3rd March	7th March (Week 2)
Newsletter 2	20th March	24th March	28th March (Week 5)
Newsletter 3	17th April	21st April	26th April (Week 8)
Newsletter 4	24th April	28th April	1st May (Week 11)
Newsletter 5	31st July	4th August	8th August (Week 2)
Newsletter 6	21st August	25th August	29th August (Week 5)
Newsletter 7	18th September	22nd September	26th September (Week 8)
Newsletter 8	9th October	13th October	17th October (Week 11)

### How to book

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