

A person wearing sunglasses is lying in a large ball pit, with their arms raised. The entire image is overlaid with a blue tint.

# 2018

---

# MEDIA KIT

---

CURTIN  
STUDENT  
GUILD

# The heart of student life on campus.

**CURTIN  
STUDENT  
GUILD**

## About Curtin University

---

**Curtin University is Western Australia's largest and most culturally diverse University with 30,000+ students, 27% of which are International, and the majority of which study on campus. The main campus is situated in Bentley, just six kilometres south of the centre of Perth. Curtin offers over 300 graduate and postgraduate courses in business, engineering, health sciences, humanities, law, science, mining and agriculture.**

## About Curtin Student Guild

---

**Curtin Student Guild is a not-for-profit organisation supporting and representing the Curtin student body. Not only focusing on student representation, the Guild provides a multitude of services, facilities and events. With automatic membership awarded to students in 2018, Curtin Student Guild has a unique ability to engage with the tricky University market.**

**The Guild is responsible for the majority of activity that happens on campus; funding and mentoring a variety of student clubs, events and publications. We also operate the majority of the commercial, retail and food & beverage services at Curtin. It is the professional operation of these and other entities which ensure our commercial sustainability, independent from the central University.**



# Hit our channels

---

**We reach out to our members so you don't have to.**

**Instead of straight up advertising, why not try enticing our students and associate members with a deal or competition?**

# Choose your own adventure

## POSTER WALL

**Want to be seen? Get a visual presence on campus with the A3 posters frames lining the high traffic Guild Promenade.**

**Pillar posters**

**Price: \$80/week inc printing**

**Full wall (4 x 3)**

**Price: \$100/week inc printing**

## SOCIALS

**Whilst we don't sell advertising for our social media, we're happy to facilitate giveaways and competitions in contra agreements!**

## EMAILS

**We send a direct email to our student database of over 30k students the first Monday of every month.**

**300 x 300 graphic (inc hyperlink)**

**Price: \$150**

**150 words + picture (inc hyperlink)**

**Price: \$250**

*Include in Associate Membership email (150+ staff) \$50.*



[FACEBOOK.COM/CURTINGUILD](https://facebook.com/curtinguild)

[FACEBOOK.COM/THECURTINTAV](https://facebook.com/thecurtintav)

[@CURTINGUILD](https://twitter.com/CURTINGUILD)

[WWW.GUILD.CURTIN.EDU.AU](http://WWW.GUILD.CURTIN.EDU.AU)





# 2019

# Guild Diary

**Filled with essential Curtin information the Diary is every Curtin Student's portable encyclopaedia; it includes academic planners, handy tips and all the essential Guild and University dates. The Guild Diary is an indispensable resource for student life! One campus survey showed that the diary was a staple in a student's week to week studies.**

# What about the stats?

**49% OF  
STUDENTS REFER  
TO IT WEEKLY**

(2015 GUILD ANNUAL SATISFACTION SURVEY)

**DISTRIBUTED  
FREE TO ALL  
CURTIN STUDENTS**

**2019 WILL  
BE EVEN BIGGER...**

**15,000  
COPIES PLANNED!**

**ALL  
DIARIES**  
GIVEN AWAY IN 2018.  
WE RAN OUT BEFORE THE  
END OF WEEK 3!

**TOTAL  
WEEKLY REACH OF  
9000  
STUDENTS**

## What you get...

CHOOSE FROM ONE OF THE FOLLOWING OPTIONS:



### OUTSIDE BACK COVER

Maximum visibility = maximum value.

**Dimensions:** 148x210mm + 5mm bleed

**Colour:** Full Colour

**Price:** \$3000



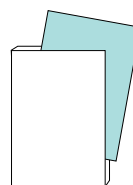
### INSIDE FRONT / MONTHLY TAB / FULL PAGE

Get in quick - Don't miss out on the best spots!

**Dimensions:** 130x190mm (no bleed necessary)

**Colour:** Full Colour

**Price:** \$1000 / full page



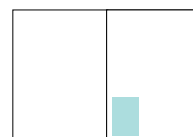
### INSERTS

Your A5/A6/DL looseleaf flyer can be inserted into the opening pages of the diary.

**Dimensions:** variable

**Colour:** Full Colour

**Price:** \$POA



### BANNER

A quick and easy way to get your message out on a budget!

**Dimensions:** 36x47mm (no bleed necessary)

**Colour:** Full Colour

**Price:** \$150 (available in bundles)

**BOOKING  
DEADLINE:**

COB, FRIDAY 31ST AUGUST, 2018

**ARTWORK DEADLINE:**

COB, FRIDAY 28TH SEPTEMBER, 2018

(DEADLINES WILL BE STRICTLY ENFORCED TO ENSURE PRINTING SCHEDULE IS ACHIEVED.  
NO REFUNDS WILL BE GIVEN FOR ARTWORK SUBMITTED AFTER THE DEADLINE)

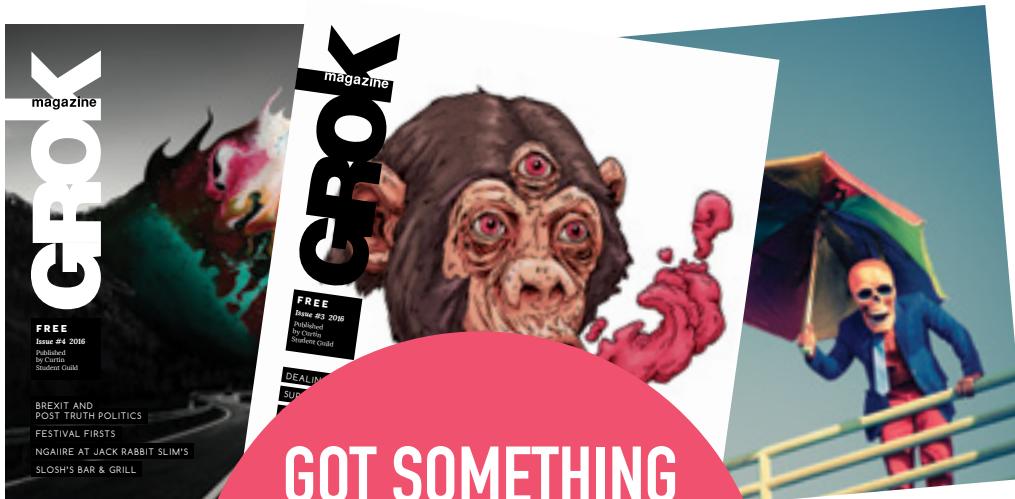
# Grok Magazine

# + Grok Online

**Grok is WA's biggest and best student publication, circulating 3,000 copies per issue across Curtin University's Bentley campus. Grok is the perfect medium to reach Perth's savvy 17-24yo market.**

**Grok has a reputation nationally as a premium student magazine, delivering quality features, interviews and reviews through student content and design.**

# What you get...



**GOT SOMETHING  
WORTH REVIEWING?**

Our editors love all  
things media, so get in  
touch via  
[grok@guild.curtin.edu.au](mailto:grok@guild.curtin.edu.au)

## Grok in the palm of your hands

CHOOSE FROM ONE OF THE FOLLOWING OPTIONS.



### OUTSIDE BACK COVER

**Dimensions:** 177 x 240mm + 5mm bleed  
**Colour:** Full Colour  
**Price:** \$500



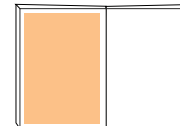
### INSIDE BACK COVER

**Dimensions:** 177 x 240mm  
**Colour:** Full Colour  
**Price:** \$350



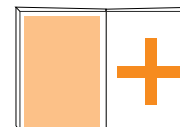
### INSIDE FRONT COVER

**Dimensions:** 177 x 240mm  
**Colour:** Full Colour  
**Price:** \$350



### FULL PAGE

**Dimensions:** 177 x 240mm  
**Colour:** Full Colour  
**Price:** \$200



### PREMIUM OPTIONS

**Right hand side page loading**  
**Price:** \$50 (additional to full page cost)

## DEADLINES:

ISSUE	BOOKING	ARTWORK	SHELF DATE
#1	APRIL 9	APRIL 20	MAY 14
#2	JULY 30	AUGUST 6	SEPTEMBER 17

(DEADLINES WILL BE STRICTLY ENFORCED TO ENSURE PRINTING SCHEDULE IS ACHIEVED. NO REFUNDS WILL BE GIVEN FOR ARTWORK SUBMITTED AFTER THE DEADLINE)



# Grok Online

IN EARLY 2017 GROK ONLINE WAS REVAMPED AND NOW PRODUCES CONTENT ON A REGULAR BASIS. THERE ARE MULTIPLE OPTIONS FOR YOU TO CONSIDER FOR ADVERTISING ON THE WEBSITE.

GROK ONLINE CAMPAIGNS WILL RUN FOR A MINIMUM OF ONE MONTH AND QUOTES CAN BE ARRANGED FOR LONGER PERIODS.

## VERTICAL SIDEBAR

### ON THE HOMEPAGE

**Dimensions:** 60px X 460px  
**Price:** \$500

### ON ARTICLE PAGES

**Dimensions:** 60px X 460px  
**Price:** \$200

## HORIZONTAL BANNER

### ON THE HOMEPAGE

**Dimensions:** 600px X 160px  
**Price:** \$400

### ON ARTICLE PAGES

**Dimensions:** 460px X 60px  
**Price:** \$150



# **Cross Campus Digital Signage**

**Gain access to the on-campus Curtin community! Our digital network includes 10 screens spread across the Bentley campus in nine different venues (including both cafés and retail outlets - with opening times ranging between 7am-8pm weekdays).**

**During teaching weeks, approximately 15,000 people move through our serviced outlets daily.**

# What you get...



**VIDEO  
OR STILL  
IMAGES**

**SEVEN  
OUTLETS ON  
CAMPUS**

**15,000  
PEOPLE REACHED  
DAILY**

## CHOOSE FROM ONE OF THE FOLLOWING OPTIONS.

**Be part of the action with one months access for one low price!  
You can have your 20 second video (max) OR promotional artwork (10 seconds duration), played on average 100 times an hour across the network. You will need to supply artwork for both horizontal and vertical screens with the below specifications:**



### VIDEO - SOUNDLESS

**Dimensions:** 1920 x 1080 pixels (horizontal)  
1080 x 1920 pixels (vertical)  
**Format** SWF or mp4  
**Play length** 20 seconds (max)  
**Colour:** Full Colour  
**Price:** \$500



### DIGITAL POSTER - STILL

**Dimensions:** 1920 x 1080 pixels (horizontal)  
1080 x 1920 pixels (vertical)  
**Format** jpg or png  
**Play length** 10 seconds  
**Colour:** Full Colour  
**Price:** \$500

## ADDITIONAL OPPORTUNITIES

**BEST  
VALUE**

If you're really keen to get your brand on campus – please contact us about our Grok ad & Digital Deal\* (if you purchase any Grok ad in 2018, you can purchase an additional 6 months of digital signage for \$2000)!

\*The print & Digital can only be purchased in 2018 and must be used within the same calendar year.



# Activations on Campus



**Activate on campus at any time or during semester start up!**

**With more than 6000 University staff and 35,000 students on campus, this is your best opportunity to engage and interact with the University market.**

# What an Opportunity!

## GUILD O-DAY, SEM 1 & 2

Guild O-Day runs twice a year with the Semester One version taking place the week prior to semester, and drawing approximately 12,000 new and returning students to the Curtin Promenade for a great day of freebies, live music and fun!

The Semester Two version of the event is run over Common Free Time (11am-2:30pm) of the first week of second semester (an estimated 8000+ students on campus at that time).

With students keen to receive many highly anticipated “freebies” and stallholders accessing a captive audience to market their brand Guild O-Days provide a unique environment to connect with your stakeholders and develop brand loyalty.

GUILD O DAY  
SEM 2 2018

WEDNESDAY  
JULY 25TH

GUILD O DAY  
SEM 1 2019

WEDNESDAY

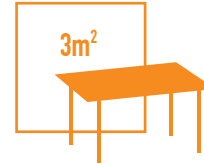
## CHOOSE FROM ONE OF THE FOLLOWING GUILD O-DAY PACKAGES:



### TRESTLE PACKAGE

1.75x1.75m area space which may be used for brand activation activities. One trestle table provided.

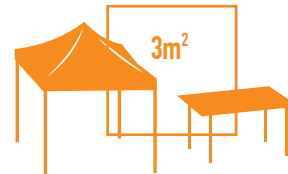
Price: \$200



### ACTIVATION PACKAGE

3x3m area space which may be used for brand activation activities. One trestle table provided.

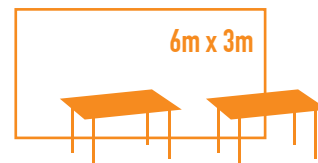
Price: \$950



### MARQUEE ACTIVATION PACKAGE

3x3m area space which may be used for brand activation activities. One trestle table and one 3x3m marquee provided.

Price: \$1300



### DOUBLE ACTIVATION PACKAGE

6X3m area space which may be used for brand activation activities. Two trestle tables provided.

Price: \$1700

*Power is only available with Activation Packages, and is included in the package cost. Access is to 10amps of power, subject to availability.*

## DEADLINES

Guild O-Day (Sem 1) stallholder applications open in late November, and close mid January.

Guild O-Day (Sem 2) stallholder applications open in late May, closing late June.

If you'd like to be involved in the festivities, please contact us for an application pack!

Just email: [events@guild.curtin.edu.au](mailto:events@guild.curtin.edu.au) for more info.





# COMMERCIAL ACTIVATIONS

**An on-campus activation is the ideal platform to launch and lift your brand.**

**All our packages are available any day during teaching weeks\*.**

**Prices and packages may also vary depending on what you'd like to run on campus – so please email [events@guild.curtin.edu.au](mailto:events@guild.curtin.edu.au) for ideas and options.**

*\*Please note: Bookings must be made at least 2 weeks prior to activation.*

**BUSIEST DAYS  
ON CAMPUS**

**TUESDAY  
WEDNESDAY  
THURSDAY**

**12-2PM  
WEDNESDAYS  
IS STUDENT  
COMMON FREE  
TIME**

## CHOOSE FROM ONE OF THE FOLLOWING COMMERCIAL ACTIVATION PACKAGES:

### THREE HOUR PACKAGE\*

**3x3m area space, two trestle tables provided.**

**Price: \$600**

### FOUR TO SIX HOUR PACKAGE\*

**3x3m area space, two trestle tables provided.**

**Price: \$800**

### MULTIPLE PACKAGE\*

**Four activations valid for one year, up to six hours per booking. Inclusions as above.**

**Price: \$2000**

**Optional Package Add-Ons (additional fees may apply)**

*Additional equipment hire (marquees, trestle tables etc.)*

*Campus pedestrian core vehicle access*

*Venue other than the Guild Precinct*

*10 amp power is available by request.*

***Please note: for any bookings under two weeks notice there will be a late booking fee of \$75.***

# Partner with us!

**Why not consider sponsoring one the largest events in the Guild and Curtin calendar. Sponsoring or Partnering with us for major events is a great way to promote your brand on a large scale to both the Curtin Community and local community**

## **WHAT IS IT?**

**Pasar Malam is a community wide event and each year attendance has exceeded 10 000 guests including VIP's, community visitors as well as students and staff.**

**Held on Curtin's Bentley campus, the night market features delicious food vendors from around Perth as well as cultural performances, activities and a fantastic family friendly atmosphere.**

## **TELL ME MORE!**

**Contact: [corporaterelations@guild.curtin.edu.au](mailto:corporaterelations@guild.curtin.edu.au) for dates and info.**

**DID  
YOU  
KNOW?**

*Pasar Malam has been running for over ten years!*

## **PROMO GALORE**

**Advertising campaigns for our larger scale events typically span media coverage, social media awareness campaigns and more.**

*Pictured above: Pasar Malam, 2018.*



# LOOKING FOR VALUE?

**Look no further! We can tailor a package for you to cover all your needs.**

**Pick and choose what you're interested in and we can put together a quote for you.**

**We're open to discuss all opportunities you may have for us and we will let you know what we think works best for you.**





# Thank you for taking a look at our 2018 media kit...

PLEASE FORWARD ALL ENQUIRIES AND BOOKINGS TO CURTIN STUDENT GUILD:

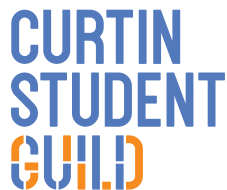
**NICOLE LAU**

**Public Relations Officer**

**n.lau@guild.curtin.edu.au**

**(08) 9266 2806**

**Bld 106F Curtin University,  
Kent St Bentley 6102**



**FACEBOOK.COM/CURTINGUILD**

**FACEBOOK.COM/THECURTINTAV**

**@CURTINGUILD**

**WWW.GUILD.CURTIN.EDU.AU**

## TERMS & CONDITIONS

### GUILD PRINT PUBLICATION TERMS & CONDITIONS

All print publication enquiries, bookings and submissions made pursuant to this Media Kit are subject to the following terms and conditions.

1. Artwork received or changed outside of the given, or mutually agreed upon, deadline, or cancellations made after the Booking Dead-line, will incur a 30% fee of the full invoiced amount.
2. Invoice payments must be made within 14 days of Artwork deadline.
3. Curtin Student Guild reserves the right to decline artwork submissions.
4. Curtin Student Guild reserves the right to make minor technical amendments to any artwork submissions.
5. Any artwork which doesn't meet this Media Kit's technical requirements and requires amendment after submission, will incur a 10% fee of the full invoiced amount.
6. The Customer indemnifies the Guild for any third party liability arising from submissions, including against any proceedings, demands, losses, costs (including legal costs on a FULL indemnity basis), damages and other liabilities.
7. If Curtin Student Guild does not enforce any of these Terms and Conditions or grants indulgence to the customer, the Guild shall not be construed as having waived that term or condition, or its right to later enforce that term or condition.
8. Rates are inclusive of GST but do not include agency commission.
9. All advertisements are full colour, unless otherwise specified.

### GUILD DIGITAL ADVERTISING TERMS & CONDITIONS

All digital advertising enquiries, bookings and submissions made pursuant to this Media Kit are subject to the following terms and conditions.

1. Artwork received or changed outside of the mutually agreed upon dates, or after the confirmed submission dates, will incur a 30% fee of the full invoiced amount.
2. Invoice payments must be made within 14 days of the first digital submission deadline.
3. Curtin Student Guild reserves the right to decline artwork and video submissions.
4. Curtin Student Guild reserves the right to make minor technical amendments to any artwork or video submissions.
5. Any artwork or video which doesn't meet this Media Kit's technical requirements and requires amendment after submission, will incur a 10% fee of the full invoiced amount.
6. The Customer indemnifies the Guild for any third party liability arising from submissions, including against any proceedings, demands, losses, costs (including legal costs on a FULL indemnity basis), damages and other liabilities.
7. If Curtin Student Guild does not enforce any of these Terms and Conditions or grants indulgence to the customer, the Guild shall not be construed as having waived that term or condition, or its right to later enforce that term or condition.
8. Rates are inclusive of GST but do not include agency commission.
9. All advertisements are full colour, unless otherwise specified.

### EXPERIENTIAL ACTIVATION TERMS & CONDITIONS

Please refer to your application form at time of booking.