

SATAC

Advertising Guide
2022

About SATAC

The South Australian Tertiary Admissions Centre (SATAC) was established in 1977 by the universities in South Australia to provide a single admissions office for all higher education institutions in the state.

SATAC processes and assesses applications for entry to the majority of undergraduate, postgraduate and vocational education and training (VET) courses in South Australia and the Northern Territory and makes offers to courses on behalf of its member and fee-for-service institutions.

SATAC is a not-for-profit company limited by guarantee and registered with the Australian Charities and Not-for-profits Commission (ACNC).

Partner institutions

- TAFE SA
- Charles Darwin University
- Flinders University
- The University of Adelaide
- University of South Australia
- CQUniversity Australia
- ICHM
- SAIBT
- Tabor
- Torrens University Australia

The SATAC Guide

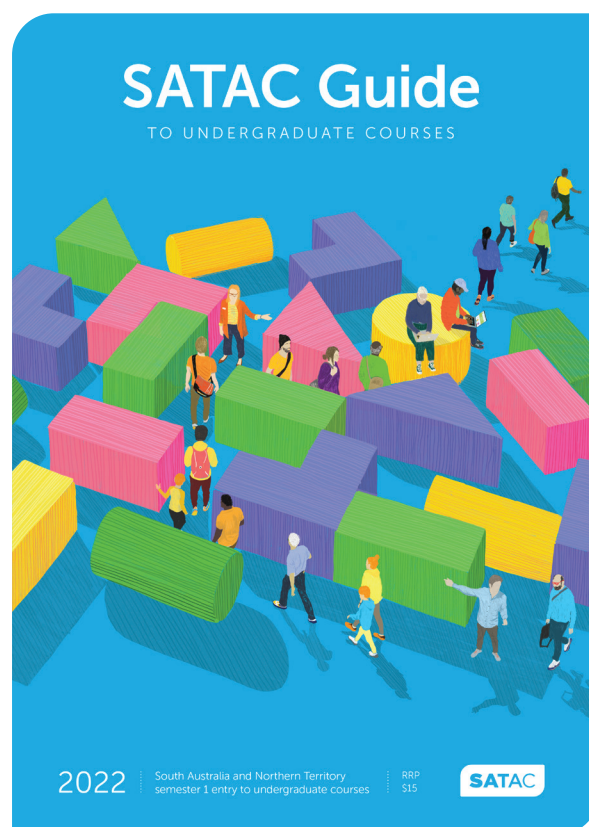
The SATAC Guide is an important reference tool for prospective students, teachers, parents, caregivers, and influencers in South Australia and the Northern Territory.

The Guide is a valued resource among the school sector, with high readership among students and teachers. In a recent survey, 78% of students surveyed reported reading the Guide a few times throughout the year, and 100% of teachers and Year 12 counsellors said they used the Guide to counsel students and at tertiary information sessions and parent information evenings.

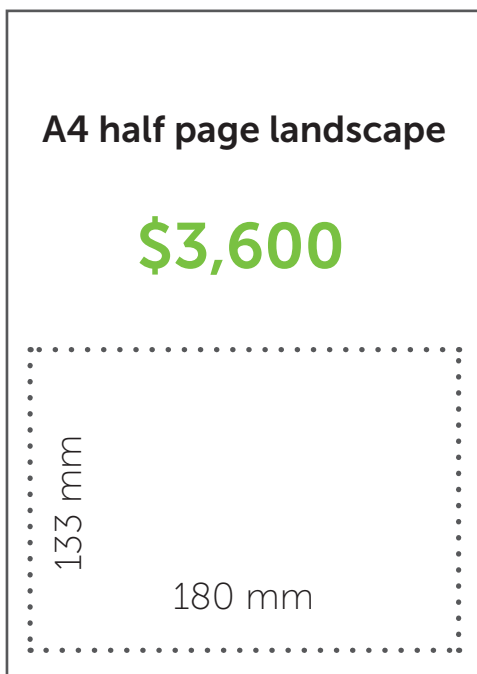
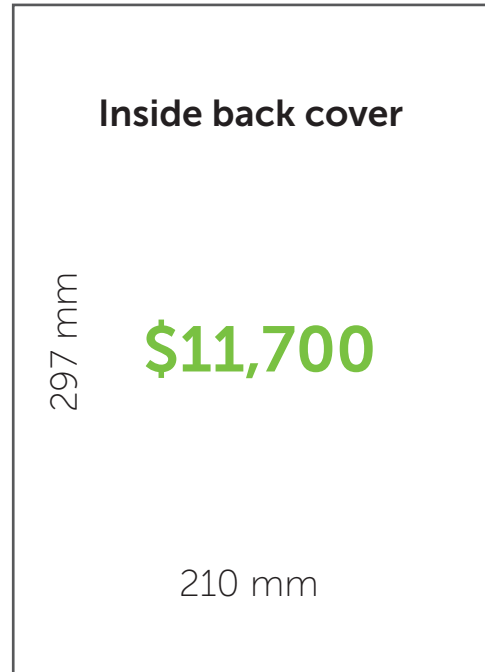
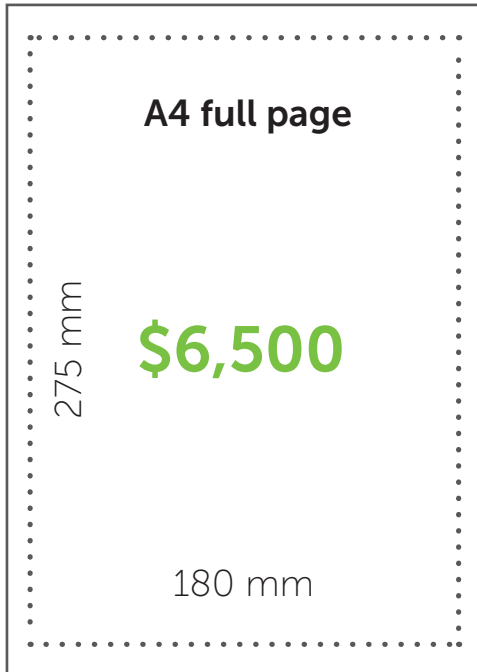
SATAC publishes the Guide on behalf of our partner institutions. It provides information about the application process, and course descriptions for over 800 undergraduate courses offered through SATAC.

SATAC published 30,000 copies of the Guide in 2021 and provided them free of charge to all Year 12 students in South Australia and Northern Territory. Copies of the SATAC Guide are also provided to libraries, TAFE colleges, universities and other educational bodies across Australia. The Guide is available from newsagents Australia-wide for \$15.

A digital version of the SATAC Guide is available via the SATAC website and provided to readers free of charge. The 2021 edition was read almost 20,000 times by over 6,000 readers.



Rates and options



Advertising rates and options

- A4 Full page - \$6,500 (275mm x 180mm)
- A4 Half page (landscape only) - \$3,600 (133mm x 180mm)
- Inside back cover - \$11,700 (A4 297mm x 210mm)

All prices are exclusive of GST and any commission on bookings received from advertising agencies.

To secure your space we require a 50% deposit of the total cost of your advertisement. SATAC will provide you with an invoice for the deposit upon receipt of your booking form, and confirmation will be provided once the deposit is received.

You will be invoiced for the outstanding amount in June 2022 and payment terms are 14 days from issue of invoice .

Specifications and deadlines

Artwork specifications

- A4 full page 275 x 180mm
- A4 ½ page 133 x 180mm
- Inside back cover 297 x 210mm

The SATAC Guide is prepared as a press quality document for print purposes.

All artwork should include a 3mm bleed and no crop or printers' marks.

Please embed all fonts and convert to outline.

Images must have a minimum resolution of 300dpi and CMYK colour profile. We accept press-quality PDF files. We will not accept PDFs created using Microsoft Word, or other Word, Excel or PowerPoint file formats.

No more than 5% of the publication will be allocated to advertising space.



Production schedule

- Booking forms must be received by SATAC no later than Friday 22 April 2022.
- All advertising artwork must be received by SATAC no later than Friday 29 April 2022.
- The SATAC Guide is published in June 2022 and is distributed to schools between 25 and 27 July 2022.
- Copies are available from newsagents Australia-wide from August 2022.



Guidelines

Advertising guidelines

- Where demand exceeds available space, advertising by individual companies will be limited, i.e. one company cannot take all available advertising space.
- Advertising by SATAC's participating institutions or other education providers is not permitted.
- Advertising by organisations who offer student services relevant to higher education and the target audience of the SATAC Guide who offer services deemed by SATAC to be relevant to its readers will be permitted.
- Advertising should be targeted to the audience of the Guide and be of interest to prospective university students.
- No advertorial content or offering of incentives or prizes is permitted.
- Advertising must be consistent with the layout and style of the publication.
- SATAC reserves the right to approve and control the style and content of any advertising, and to reject in part or full any advertising it wishes.
- Advertising should not mislead the audience to believe that a relationship or endorsement from SATAC exists where there is no relation to SATAC .
- Advertising that competes with SATAC services is not permitted.
- SATAC reserves the right to determine the placement of all advertisements subject to the constraints of the layout of the Guide and its available space.
- No more than 5% of the Guide will be made available for advertising.
- No advertising will be placed in the course entries section.
- Advertising will appear in the printed SATAC Guide and in the digital version available at www.satac.edu.au/satac-publications.
- Advertising is valid for one edition only.
- Advertising is for the SATAC Guide only and does not include placement on the SATAC website (digital version of the SATAC Guide withstanding) or course search.
- All advertisements must conform to the Australian Association of National Advertisers Code of Ethics (<http://aana.com.au/>).
- Advertising should be explanatory, fair, objective and accessible, and readers should be able to reasonably distinguish between facts and advertising.
- Liability rests with the advertiser to ensure that advertising complies with appropriate industry and legal standards, advertisers accept full responsibility for the contents of their advertisements.

Terms and conditions of sale

To place an advertisement in the SATAC Guide, advertisers must agree to the following terms and conditions of sale.

- 1 Complete and return the booking form by the due date outlined in this document.
- 2 Pay an initial deposit of 50% of the total cost of the advertisement within 7 days of receiving an invoice.
- 3 Provide artwork by the due date outlined in this document.
- 4 SATAC reserves the right to cancel any advertisement in breach of these conditions or where there is risk to the production or reputation of the Guide.
- 5 Where a cancellation occurs by either party and an invoice has been issued by SATAC, SATAC will retain the entirety of the deposit paid, or request payment of the outstanding deposit if payment is not yet received.
- 6 Refunds for monies paid will not be made except where required by law.
- 7 SATAC will make reasonable efforts to publish advertisements as provided by the advertiser and in accordance with their instructions however all advertisements are subject to final approval by SATAC as stipulated in the guidelines opposite. All decisions are final.
- 8 By submitting advertising to SATAC you warrant that the material complies with all relevant laws and regulations. Liability for content published remains with the advertiser, not SATAC.

2022 booking form

PLEASE COMPLETE THIS FORM IN FULL AND RETURN BY EMAIL TO COMMS_MEDIA@SATAC.EDU.AU BY 5PM Friday 22 APRIL 2022

Advertiser details

Business name

Contact name

Email

ABN

Telephone

Postal address

Booking reference number

Advertising options

A4 full page \$6,500*

A4 half page horizontal \$3,600*

Inside back cover \$11,700*

*All prices excl. GST

Declaration

I have read the terms and conditions on page 5 and I agree to accept them. I agree that I am authorised to act on behalf of the advertiser named above.

Name of authorised person

Position

Signature

Date

All advertising artwork must be received by SATAC no later than 5pm Friday 29 April 2022. For details of artwork specifications see page 4.

Please email press quality files to comms_media@satac.edu.au.

