

Advertising & Partnership Kit

Connect with students seeking more than a degree!

 www.uwastudentguild.com

 [@uwastudentguild](https://www.instagram.com/uwastudentguild)

 marketing@guild.uwa.edu.au

About us

At the UWA Student Guild, we're dedicated to creating an refreshing and inclusive university experience where students from all study-areas and backgrounds can thrive. As a not-for-profit run by students, for students, we work alongside the Guild's Student Council and clubs to bring to life the ideas, improvements and dreams of the students at the University of Western Australia.

Over 95% of UWA students join the Guild as members and engage with us in some way throughout the academic year, be it through our services, digital presence, or on-campus activities. We're extremely proud of our vibrant campus culture!

Our mission

We're all about fostering meaningful connections and providing opportunities, services, information, and entertainment that empowers students to **get more than a degree** throughout their years at university.



32,000
Email subscribers



20,900
Instagram followers



25,300
Facebook followers



1,560
TikTok followers



HELLO

Our audience



Our students are passionate and involved, with strong interests in social activities, the 'food scene', career opportunities, sustainability, fashion, tech, lifestyle, and finding value on and off campus. Our students have diverse backgrounds from all corners of the globe with many also visiting either on exchange or as international students. They lead vibrant social lives and use their extra time and resources for recreation, building their skills, and connecting with friends.

Who are they?

Age

48%

18 - 24

37%

25 - 34

Degree

65%

Undergraduate

35%

Postgraduate

Study mode

61%

Domestic

39%

International

Active members

503,000

website visits, with an average of
38,000 monthly website visits

165

student clubs!

+4,000

student club, department and
Guild-run events

Growing interest

43%

increase in Instagram following in
the last 2 years

28%

increase in TikTok following in the
last 2 years

6%

increase in Guild Weekly e-news
engagement

How we can help

We're the go-to

Our students know to visit our student centre, check our website and keep an eye on our socials for recommendations, information, giveaways, and opportunities on and off-campus.

À la carte packages

Pick and mix! What's your flavour? Print, digital, on-campus, in-person? Choose from our expansive kit of advertising opportunities and create a custom booking that suits your brand's goals.

Enhance your reach

We're able to connect your brand with a social, curious, and cultured young audience. Our audience are primarily in the 18-30 age bracket – the perfect base for establishing long-term brand relationships. Tap into the world of university students and bring your brand front and centre.

Brands we've worked with!



For the better

UNiDAYS



LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

OPTUS



Discount partners

How we can help you

We'll feature your discount on our website!

How you can help students

Provide a discount that is available to students for 2025. Just fill out the form and we'll display it on our website!

<https://www.uwastudentguild.com/whats-on/member-discounts/discount-request-for-submission>

We're able to connect your brand with a social, curious, and cultured young audience.

You can check students and staff are Guild Members by asking to see the Guild Membership sticker on their staff or student card when they visit to use the discount.

Students are also able to show their membership through their UWA Student Connect profile.



The screenshot shows the UWA Student Guild website's 'DISCOUNTS OFF CAMPUS' page. The page has a blue header with navigation links like 'About', 'Student Representation', 'Departments', 'What's On', 'Clubs', 'Student Assist', 'Volunteering', and 'Functions'. Below the header is a search bar and a grid of discount cards. Each card features a business logo, name, and a brief description of the discount. For example, '1982 Food and Coffee' offers 10% off for Guild Members, while 'Aurora Athletica' offers 20% off all products. The page also includes a 'More info' link for each discount.

On campus promotion



Digital screens

The Guild operates 18 50" digital screens across UWA, in high-traffic areas like the Guild Student Centre, the Refectory, the UWA Tavern & all Guild cafes.

Get your brand campaign pics or videos in front of your target audience, where ever they are on campus!

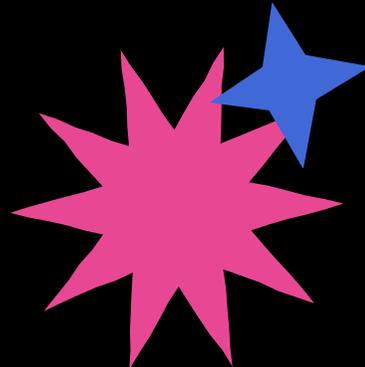
We've added more screens around campus for 2025!

1 week all screens **\$350 + GST**
4 weeks all screens **\$1200 + GST**

Size: 1080px (w) x 1920px (h)

Length: Up to 30 seconds

File types: .jpg, .png, .mp4



On campus promotion



Activations

Want to meet our massive student population face-to-face? Space for sampling or other brand activations is available on Oak Lawn, right next to Guild Village and the busy Refectory, during peak traffic hours. You'll be right amongst the action as students seek out food, services and club activities in the area.

Available on request:

- Trestle table and chairs
- Organisation of on-campus vehicle request
- Access to power

\$250/hour + GST (min 3 hours)

\$750 + GST Full Day

Available Monday - Friday | 9am - 5pm

Promote an event, launch a product or boost your brand with valuable, real-time feedback!



Newsletter promotions

Our most popular advertising channel, and with good reason! The weekly e-newsletter for all Guild members (a mailing list of over 33,000) includes news, reminders, recommendations, exclusive member offers, giveaways, events and opportunities on campus.

Pack a punch with a banner ad or get your message across in a sponsored feature. Have more to share? Provide us with something awesome to giveaway and get a FREE promo in our WIN section!*

32,000
Email subscribers



Size	Includes	1 week	2 + weeks
Sponsored feature	600px x 600px image + up to 50 words + link	\$350	\$300/week
Banner advertisement	600px (w) x 150px (h) image + link	\$250	\$200/week

Submit .jpeg or .gif files, URLs and copy via email to marketing@guild.uwa.edu.au

*The Guild cannot guarantee that we will run your competition. Inclusion of your competition will depend on the value of the giveaway provided and is subject to the Publications and Promotions Policy.

LUNCH QUIZ is on again this Tuesday, 12:30 PM at the Tav 🍷 This is your chance to win some Tav vouchers and prizes 🎁

FREE YOGA on the Grove, Wednesday, 12:30PM 🧘 The perfect mid week activity to relieve some stress and take a break!

As per usual, TAV WEDNESDAYS is happening at 8PM 🎧 FREE ENTRY, live music + djs and student priced drinks 🍹

Join us for LIVE MUSIC at the Tav every Friday, from 12PM - 2PM 🎸

Just a reminder that Thursday is Anzac Day and will be a university holiday 🇺🇸 We hope you enjoy it!

Parking survey, FREE hashbrowns and more 🍷 Keep scrolling!

NOTICES

Ground Floor, Reid Library is reopening next week! 📖

The ground floor of Reid Library will reopen from Tuesday 2 April, Mon to Fri, 8am - 8pm and Sat to Sun, 9am - 5pm. You'll find collaborative study spaces and other Library services. High demand remains at Barry J Marshall Library until further notice.

As the refurbishment continues on the other levels, there will be some noise and periods of disruption.



UWA | SPORT

Get involved in sport for free in a welcoming and inclusive environment.

FIND OUT MORE

WIN STUFF

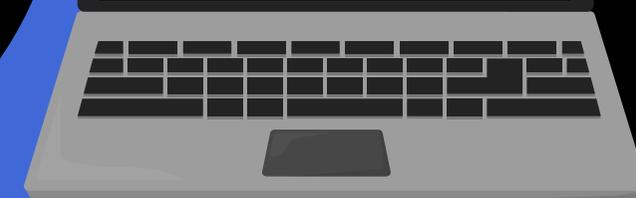
WIN 1 OF 5 DOUBLE PASSES TO SEE ORIGIN 🎬

Written and directed by Academy Award nominee Ava DuVernay, ORIGIN chronicles the tragedy and triumph of Pulitzer Prize winning journalist Isabel Wilkerson as she investigates a global phenomenon of epic proportions. Portrayed by Academy Award nominee Aunjanue Ellis-Taylor ("King Richard"), Isabel experiences unfathomable personal loss and love as she crosses continents and cultures to craft one of the defining American books of our time.

Enter to WIN 🎟 In Cinemas April 4th



ENTER NOW

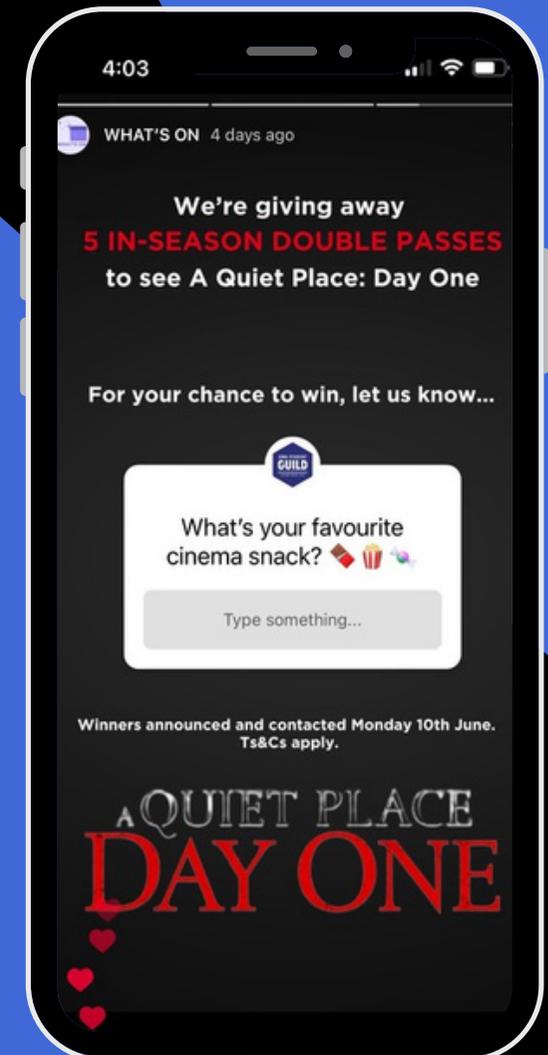


Social Media

Our social media is our most frequent way of communicating with our Guild members! We're open to sharing brands and content that we believe align with our member's interests, provide useful information or opportunities, and bring the 'get more than a degree' benefit.

Size	Includes	Availability
Stories	1080px (w) x 1920px (h) image or video + link + tag + question box or chosen added story feature	3 shares per week

Price (excl. GST)		Platforms
1 week \$250	2 + weeks \$200/week	Instagram



*All prices are excluding GST

*The Guild cannot guarantee that we will run your competition. Inclusion of your competition will depend on the value of the giveaway provided and is subject to the Publications and Promotions Policy.

Pelican Magazine

Pelican is the oldest student magazine in WA, providing unique perspectives on campus life and news, opinion pieces, and reviews on movies, music, books and art.

6 print editions annually.
Year-round digital publishing.

With a circulation on-campus of over 1000 each edition and a readership of 3000+, Pelican Magazine is a great way to reach the engaged students at UWA. Our popular long-standing student magazine Pelican has been publishing additional content online since 2015. Drive traffic to your website with a prominent banner and a link.

Ad size	Price (excl. GST)
Inside back cover	\$200
Full page	\$150
Half page	\$75
Quarter page	\$45

Full page: 170mm (w) x 240 mm (h) +

3mm bleed on all sides

File types: pdf file format, 300dpi, fonts and links embedded

**All prices are excluding GST*



Student Department Magazines

A4 Magazine	Price (excl. GST)
Outside back cover	\$275
Inside front cover	\$225
Inside back cover	\$175
Full page	\$100
Half page	\$50

Distribution dates may change. Please check before booking.

Damsel

Damsel is an annual publication of the Guild Women's Department, packed with art, features, poetry and short fiction from women-identifying students.

Dates TBC

Lighthouse

The international students' guide to UWA and Perth life, Lighthouse is full of articles, photography and illustrations produced by international students for their peers.

Dates TBC

Postscript

Postscript is written by postgraduate students, for postgraduate students, and features news, think pieces, advice and event information for UWA's community of over 10 000 postgrads.

Dates TBC

Outspoken

Outspoken Magazine aims to represent the LGBTQIA+ student voice. Exploring the student experience through art, poetry and thoughtful articles.

Dates TBC

Ts & Cs

All advertisements and promotions must comply with the UWA Student Guild's Publications and Promotions Policy. The Guild reserves the right to not accept any advertising or sponsorship booking. The UWA Student Guild will generally not consider partnerships with any organisations or activities that have an alignment to political or religious groups; organisations or activities that may be deemed to be denigrating or offensive to individuals or community groups, may bring adverse publicity to or compromise the reputation of the UWA Student Guild; or are otherwise deemed inappropriate. All sponsorships and partnerships must be aligned to the UWA Student Guild's strategic priorities, contribute to and enhance the Guild's reputation and foster positive community relations. There are strict rules in place regarding the promotion of alcohol and consumption of liquor. Promotion of events or organisations in alcohol-related industries, such as licensed venues, clubs, bars or hotels remains at the discretion of the Guild. Please note, due to our code of conduct we are unable to promote liquor brand logos. If alcohol will be sold or distributed at an event, the following text must be included on all the event's publications and promotions: 18+ I.D. Required. Drink Responsibly. Any artwork supplied is subject to final approval by the Guild. The source of all advertisements must be clearly indicated. Cancellation by the advertiser after any booking is made and confirmed shall incur a 50% fee for all unused bookings or parts thereof.

PRINT & DIGITAL ADVERTISING

If any artwork has not been received by the deadline, the advertiser will be taken to have cancelled and will be charged accordingly, unless alternative arrangements have been agreed upon with the Guild.

DIGITAL ARTWORK

Digital artwork required for Guild Weekly or Digital Screens needs to be received the Wednesday before the display date. Artwork received after this time will not be displayed until the following week.

ACTIVATIONS/SAMPLING

Proof of \$20million Public Liability Insurance and a UWA Contractor Induction are required before coming on campus. Please refer to your booking form for further Terms



www.uwastudentguild.com



[uwastudentguild](#)



marketing@guild.uwa.edu.au

**Bundle pricing
available**
Contact us!

