



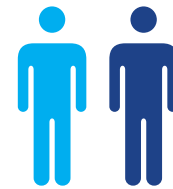
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STUDENT ASSOCIATION



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13,600+ **1000+**
STUDENTS **STAFF**



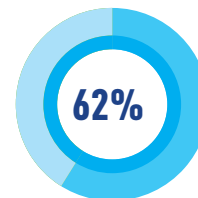
12899 DOMESTIC
703 INTERNATIONAL

2 MAIN CENTRAL CAMPUSES
REID 33% BRUCE 47%
FYSHWICK 13% OTHER CAMPUSES 4% ONLINE 3%

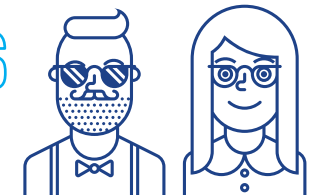
AGE

| | |
|-------|-----|
| -16 | 2% |
| 16-24 | 41% |
| 25-32 | 21% |
| 33-40 | 15% |
| 41+ | 21% |

 **52%**
MALE  **46%** *** 2%**
FEMALE **OTHER**



MILLENNIALS
+ GEN Z



590 + BRAND NEW
CITSA
MEMBERS*
IN 2017

15k UNIQUE WEBSITE
VISITORS IN PAST
6 MONTHS

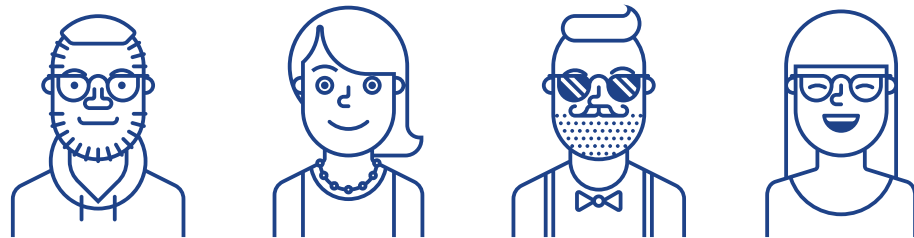
*MEMBERSHIP IS NOT AUTOMATIC OR COMPULSORY FOR A CIT STUDENTS

#neverstopdreaming

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JOBSHOP / CITSA SERVICES / STUDENT BOOKLISTS / CLASSIFIEDS / EVENTS & MARKETING

f i @CITSA4U



300 INSTAGRAM FOLLOWERS
OVER 100% INCREASE SINCE JAN 17
1500 FACEBOOK FOLLOWERS
OVER 20% GROWTH SINCE JAN 17
2500 FACEBOOK ENGAGEMENTS
LAST MONTH
3700 FACEBOOK REACHED
LAST MONTH

#STUDENTLIFECANBERRA #CITSA4U #INTERNATIONALSTUDENT #OWEEK2018 #CAMPUSLIFE #INTSTUDENT
#COMMUNITYDAY2018 #CBRLIFE #CITSASUPPORTINGYOU #CITSA4UCOMPS #STUDENTLIFE #CITSA4UFUN



2018 DIARY

| | PRICE |
|--------------------------|-----------|
| COVER: OUTSIDE BACK | 3100 +GST |
| COVER: INSIDE FRONT | 2100 +GST |
| COVER: INSIDE BACK | 2000 +GST |
| FULL PAGE | 1100 +GST |
| HALF PAGE | 550 +GST |
| BANNER X 5 (DATE BLOCKS) | 550 +GST |

WEBSITE

| | PRICE P/M |
|------------------------------|-----------|
| UNIVERSAL LEADER BOARD | 1000 +GST |
| SIDE SKINS ALL PAGES X 2 | 500 +GST |
| TILE SLIDER (MAIN PAGE ONLY) | 500 +GST |

2018 WALL PLANNER

| | PRICE |
|-----------------|----------|
| BANNER TILE X 2 | 500 +GST |

TV SCREENS

| | PRICE P/M |
|------------|-----------|
| SCREEN X 7 | 400 +GST |

WC POSTERS (3 P/M)

| | PRICE P/M |
|----------------|-----------|
| 100 X A3 | 1250 +GST |
| PRINTING X 100 | 65 +GST |

E-NEWSLETTERS (X 5)

| | PRICE P/M |
|--|-----------|
| LEADER BANNER (4 X STAFF, 1 X STUDENT) | 500 +GST |
| TIER 2 BANNER (1 X STUDENT) | 150 +GST |
| TIER 3 BANNER (4 X STAFF, 1 X STUDENT) | 400 +GST |
| BRANDED CONTENT (1 X STUDENT) | 250 +GST |

TEACHER OF THE YEAR AWARDS

FULL YEAR ACTIVATION: POSTERS, FLYERS, NEWSLETTERS, EXCITE MAGAZINE, WEBSITE, VOTING FORMS, SOCIAL MEDIA, TV SCREENS, 6 ACTIVATIONS PER CAMPUS (3 CAMPUSES)

PRICE

| | |
|---|-----------|
| NAMING RIGHTS: ALL OF ABOVE | 4000 +GST |
| SECONDARY PARTNER: SELECTION OF ABOVE AS REQUIRED | 1500 +GST |

EXCITE MAGAZINE

QUARTERLY 1000 PRINTS + ONLINE EDITION.
PROMOTED THROUGH NEWSLETTERS & SOCIAL MEDIA OUTLETS

PRICE P/EDN

| | |
|-----------------------------|-----------|
| BACK COVER – COLOUR | 1000 +GST |
| INSIDE FRONT COVER (COLOUR) | 800 +GST |
| INSIDE BACK COVER (COLOUR) | 750 +GST |
| FULL PAGE (BLACK AND WHITE) | 450 +GST |
| HALF PAGE (BLACK AND WHITE) | 250 +GST |

PRICE DEAL

| | |
|------------------------------|-----------|
| FULL PAGE – BUY 3 GET 1 FREE | 1350 +GST |
| HALF PAGE – BUY 3 GET 1 FREE | 750 +GST |

2018 STUDENT NIGHTS X 2

POSTERS, FLYERS, NEWSLETTERS, EXCITE MAGAZINE, WEBSITE, SOCIAL MEDIA

PRICE P/EVENT

| | |
|-------------------|-----------|
| NAMING RIGHTS | 1000 +GST |
| SECONDARY PARTNER | 500 +GST |

2018 0-WEEK X 2

1 EVENT PER CAMPUS, TWICE A YEAR – 3 CAMPUSES : POSTERS, TV SCREENS, SOCIAL MEDIA, NEWSLETTERS, EXCITE MAG, WEBSITE BANNERS, STAND AT EACH DAY

PRICE P/0-WEEK

| | |
|----------------------|-----------|
| NAMING RIGHTS | 1750 +GST |
| SECONDARY PARTNER X2 | 1000 +GST |

PRICE ALL OF 2018

| | |
|----------------------------------|------------|
| NAMING RIGHTS – BOTH 0-WEEKS | 3150 + GST |
| SECONDARY PARTNER – BOTH 0-WEEKS | 1650 + GST |



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