



LTSU 2019 Advertising & Promotions Pack

Oh, hey!

We're La Trobe University Student Union (LTSU)...

The LTSU is the first point of contact for on-campus activations and advertising if you're looking to engage students on La Trobe's Melbourne campuses with your product or service.

The LTSU put student success at the forefront of everything we do. We work our butts off providing essential support services, fun on and off campus events, volunteering opportunities, an award-winning Student Theatre & Film program and a large and incredibly varied clubs & societies program.

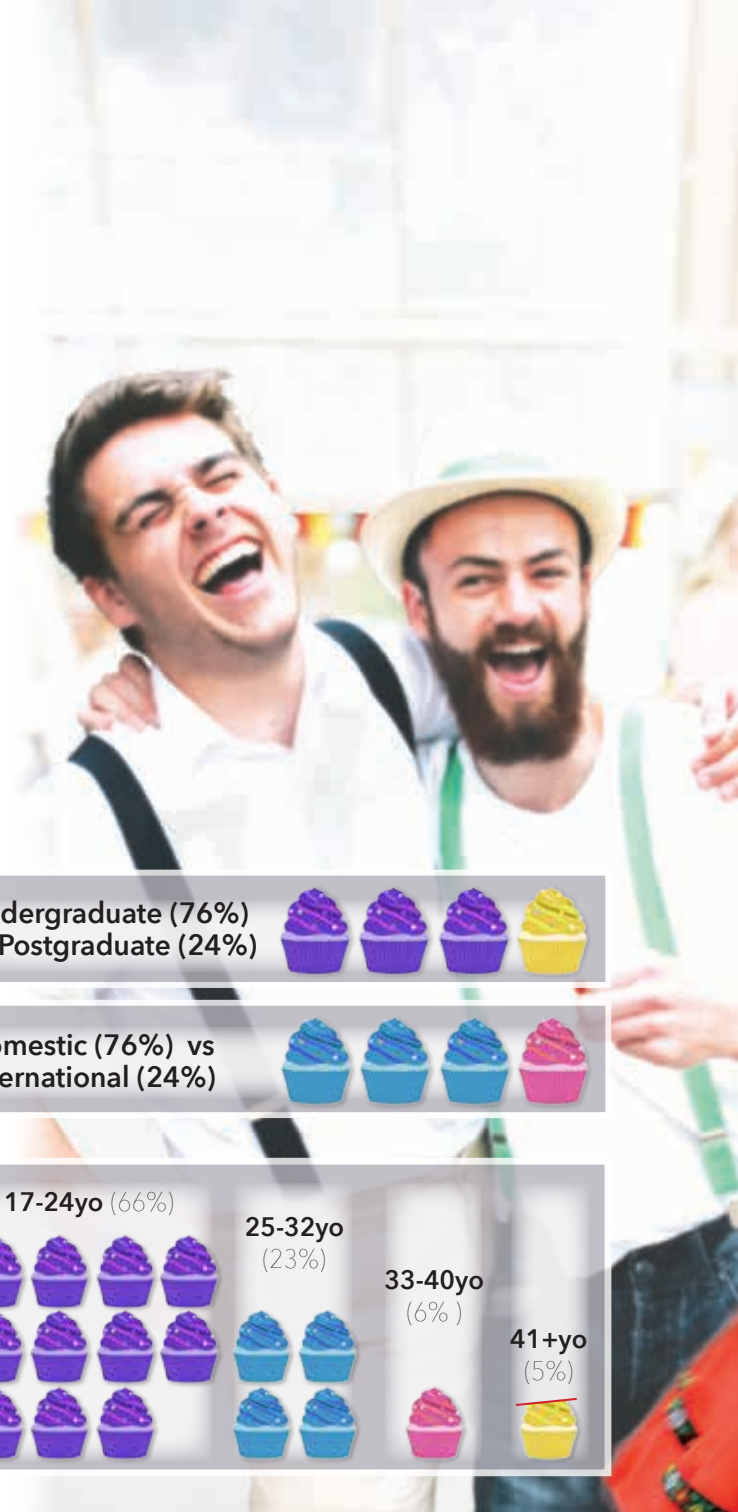
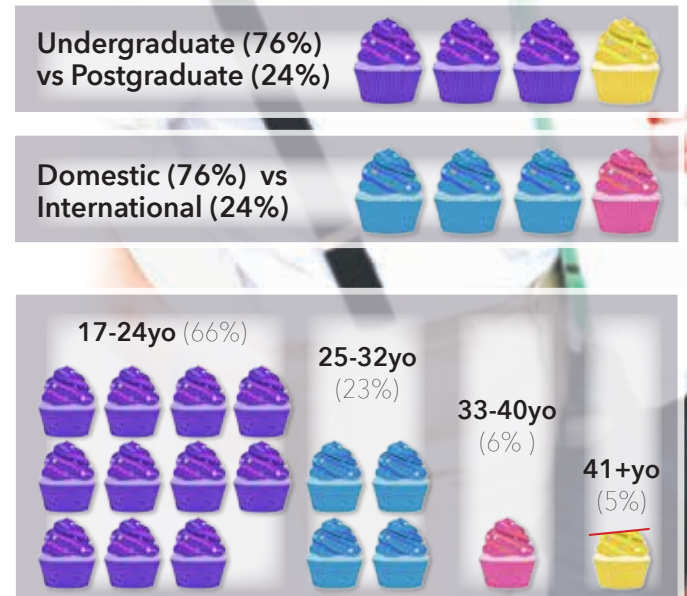
Check us out at www.latrobesu.org.au

Our students at a glance

It's important to make sure your brand or message is connecting with your target group. Here's some recent info about La Trobe students to help you out:

Total La Trobe students	41,219
Melbourne Campus students	27,253

Students can be further broken down into the following groups:



Orientation & Welcome Back Week events

Connect with thousands of engaged students at the biggest annual on-campus events, with the highest footfall.

- **O'WEEK CLUBS FESTIVAL** freshman domestic + international students
11am - 2pm, Thursday 28 Feb 2019,
Bundoora Campus - 4000+ attendance

AND

- **WELCOME BACK WEEK** freshman + continuing students in Week 1 of classes
11am - 2pm, Wednesday 06 March, Bundoora Campus

Standard	\$800+gst	includes 1 x trestle table, 2 x chairs and space for 1 upright sign (no electricity)
Premium	\$1500+gst	includes 1 x 3m x 3m marquee, 1 x trestle table, 2 x chairs (no electricity)
Deluxe	\$2000+gst	includes 1 x 3m x 6m marquee, 2 x trestle tables and 4 x chairs + 1 x power point
Optional Extras:		
Roaming	\$800+gst	Up to 6 staff roaming through the festival grounds
Add electricity	\$100+gst	for standard or premium bookings





- **RE-ORIENTATION CLUBS FESTIVAL**
(Tues 02 April)

AND

- **MID-YEAR CLUBS FESTIVAL**
(Week 1, Semester 2) - 3000+ attendance

Standard	\$600+gst	includes 1 x trestle table, 2 x chairs and space for 1 upright sign (no electricity)
Premium	\$1000+gst	includes 1 x 3m x 3m marquee, 1 x trestle table, 2 x chairs (no electricity)
Deluxe	\$1500+gst	includes 1 x 3m x 6m marquee, 2 x trestle tables and 4 x chairs + 1 x power point

Optional Extras:

Roaming	\$600+gst	Up to 6 staff roaming through the festival grounds
Add electricity	\$100+gst	for standard or premium bookings

On-campus activations

Put your brand or product directly into the hands of your target market by hiring space in the **AGORA PRECINCT** - the heart of the Bundoora campus - on any day during semester.

Standard	\$600+gst/day	2 m x 2m footprint (i.e. space for 1 x trestle table and 2 x chairs. Equipment not included. 9am - 5pm booking)
Roaming	\$600+gst/day	Restricted to Agora precinct and external to buildings. No space for table included.
Premium	\$1000+gst/day	3 m x 3m footprint (i.e. space for 3m x 3m marquee, power available if requested, positioned as required/available. Equipment not included. 9am - 5pm booking)
Deluxe	\$1500+gst/day	3 x 6m footprint (ie space for 3m x 6m marquee, power available if requested, positioned as required/available. Equipment not included. 9am - 5pm booking)



Looking for more?

LA TROBE STUDENT DIARY

The Student Diary is a key publication used by 15,000+ students throughout the year. We distribute our diaries across La Trobe's Melbourne, Shepparton and Mildura campuses. Bookings for 2020 diary ad space open in early Semester 2, 2019.

Inside Front Cover	Full Colour	\$2,750+gst
Inside Back Cover	Full Colour	\$2,500+gst
Full Page (Inside)	Full Colour	\$1,300+gst
Half Page (Inside)	Full Colour	\$900+gst

Please note: All prices exclude GST and additional design charges. Discounted pricing for internal La Trobe, nfp and member partner bookings are available upon request.

RABELAIS MAGAZINE

Get your brand into La Trobe's favourite on-campus reading material! Rabelais showcases student generated content and is designed and edited by students. Find out more info at www.rabelais.com.au



DIGITAL PROMOTIONS

If you've got something you want us to spruik online, get in touch. We can offer Social Media blasts starting from \$300+gst, website hero sliders starting from \$600+gst and combo packages. We've got a great reach with our digital bits, so get in touch to discuss!

LTSU MEMBERSHIP DISCOUNT PARTNERS

We proudly offer our student members access to thousands of excellent shopping, entertainment and lifestyle benefits on campus and across Victoria. Our membership partners receive regular brand exposure on campus and are:

- Listed in the LTSU's membership promotions
- Receive 25% discount when booking any other LTSU advertising options
- Promoted via LTSU's social media

It's free to become an LTSU Membership Discount Partner.



Just a quick note:

We want to make sure our students are connected to legitimate, quality businesses and brands. For that reason we:

- insist on a certificate of currency for PPLI with coverage of \$20million
- offer 25% off bookings for LTSU Member Partners or NFP organisations looking to advertise
- may offer discounts for bulk bookings or for BYO equipment during O'Week events
- Insist that all optional extras be pre-booked and payments made prior to the activation date.

To make a booking or discuss your options further, please get in touch!

LTSU Operations Team

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