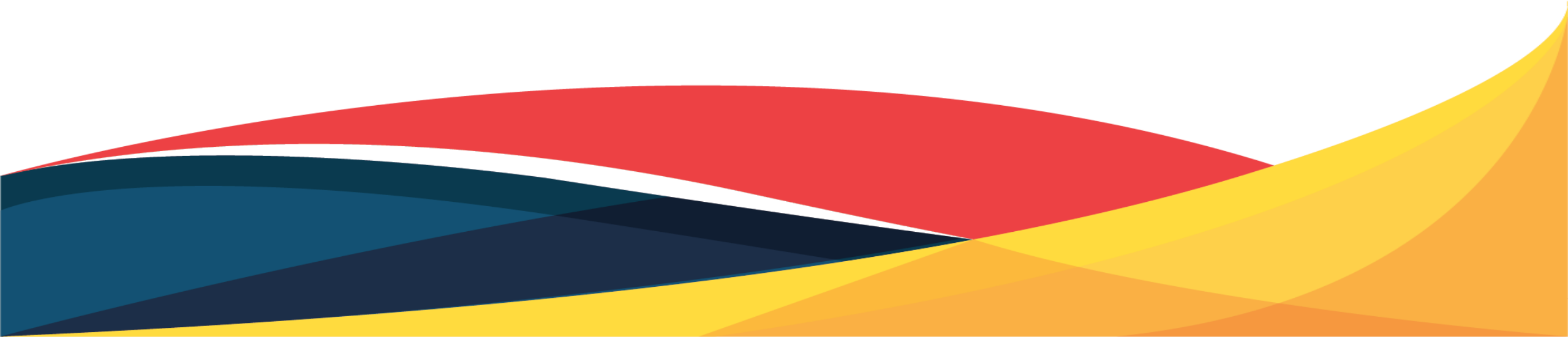


# ECU GUILD AD-KIT 2023

Please note that all advertisements and promotions are subject to approval from the ECU Student Guild.

*This is a DRAFT kit and prices may be subject to change.*



# NEWSLETTER



### FREE NUTRITION WORKSHOPS

**Free Nutrition Workshops**  
The ECU Guild Academic Department is providing Free Nutrition workshops for students.

This is a series of one-off Nutrition Workshops to help you with various nutrition goals and plans. Book a spot and come on down to see questions and get general advice from a qualified nutritionist.

Time: 2:00-3:30pm, recurring every Monday and Wednesday from Week 2 until Week 6!  
Locations: Confirm the locations when you get your ticket. Cost: FREE!

[BOOK HERE](#)



### Industry Connect Forum

**FREE INDUSTRY CONNECT TALK - Q&A:**  
JOSEPH GURIGUIS | Clinical Business Development | HealthTech | Health 4.0 | BSB | MBA  
<https://www.linkedin.com/company/guriguisc/>

Date: Thursday March 30  
Time: 1pm-3pm  
Location: Joondalup Building J07 104

Joseph is a business professional with a qualification in dental medicine and a Master of Business Administration. He uses innovative approaches to identify key stakeholders, determine optimal channels and shape the right strategy to achieve business goals. Joseph has worked with hospitals, clinics, pharmacies, Department of Health and healthcare professionals in different regions, always seeking optimum outcomes by positioning the patients at the heart of the strategy.

Register for the FREE seminar below

[REGISTER NOW](#)

### Club Affiliations OPEN for 2023!

Starting a new club, or affiliating an existing club, has never been easier - and affiliation for 2023 is now open!

Affiliated clubs can now re-affiliate for 2023 under the new 3 tier system - designed to give clubs better flexibility and make it easier for new clubs to get started!

You can read the new club affiliation policy [here](#).

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### School of ENGINEERING Careers Fair 2023

This free event is your opportunity to network with industry professionals, chat with experts in your field and explore potential career prospects.

You can also find out about a range of internships and graduate opportunities.

Be ready to market your skills and interests with recruiters, and bring along your resume!

Date: Thursday, 16 March 2023  
Time: 10:30 am - 1:00 pm  
Location: ECU Joondalup Campus Building 23

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### Joondalup radio presents: fever pitch

uclub radio presents: fever pitch  
15th March  
From 6pm to Midnight

UCLUB Radio, ECU Student Guild present FEVER PITCH  
FRIDAY MARCH 10 - 11PM HEADLINE!

THE UCLUB TROUPE  
MAINSTAGE - BOILER ROOM - SILVER DANCE

UCLUB Radio are turning it up a notch at FEVER PITCH and bringing all your faves along.

MAINSTAGE:  
- BAG RAIDERS (DU SET) - DEATH BY DENIM - RA RA VIPER - ALLEN BOY - CIBOLA  
BOILER ROOM:  
- GUY CONTACT - KILL GILL - TOMMY BRADY - J. SHAWN - GRIND CYCL  
18+ event, ID required. Please Drink Responsibly  
ECU ID's will be checked on entry

[GET TICKETS](#)

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### Black Cockatoo Crisis - Screening at Joondalup Pines

Date: Tuesday, 4 April 2023  
Time: 7pm-9pm  
Location: Weather Community Cinema, ECU Joondalup Campus (in the pines)

Western Australia's iconic black cockatoos are in crisis. Their numbers have fallen dramatically over the past few decades and all three species in the south west of WA could become extinct in just 20 years unless something is done to protect their habitat.

Black Cockatoo Crisis: Issue at the heart of our special occasion and what we can do to stop these threatened species disappearing for ever.

[GET TICKETS HERE](#)

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### Joondalup Festival

Have you heard the news? Joondalup Festival begins next week with more fabulous entertainment than you can poke a stick at!

And we've got a special deal for ECU Guild members, with 10% off all shows!

That makes most of them cost a fraction over 12 BUCKS!! Some of these same shows were just at Fringeworld for more than \$40... just sayin'!

Use the code [JOEG](#) at checkout when buying your tickets to redeem your discount.

[Check out the full program of Joondalup Festival events here!](#)

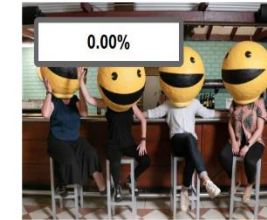
## Fortnightly Newsletter

Total Database:  
27,913

Average Open Rate:  
15.7%

International Students: 6,513  
Undergraduate: 15,408  
Postgraduate: 9,002  
Joondalup based: 14,825

## City of Joondalup Festival Offer 15/3/23



### Joondalup Festival

Have you heard the news? Joondalup Festival begins **next week** with more fabulous entertainment than you can poke a stick at!

And we've got a special deal for ECU Guild members, with 10% off all shows!

That makes most of them cost a fraction over **12 BUCKS!!** Some of these same shows were just at Fringeworld for more than \$40... just sayin'!

Use **83 total clicks** at checkout when buying your tickets to redeem your discount.

[Check out the full program of Joondalup Festival events here!](#)

**14.77%**

Offer: 10% Discount Code for COJ  
Festival Acts  
83 total clicks

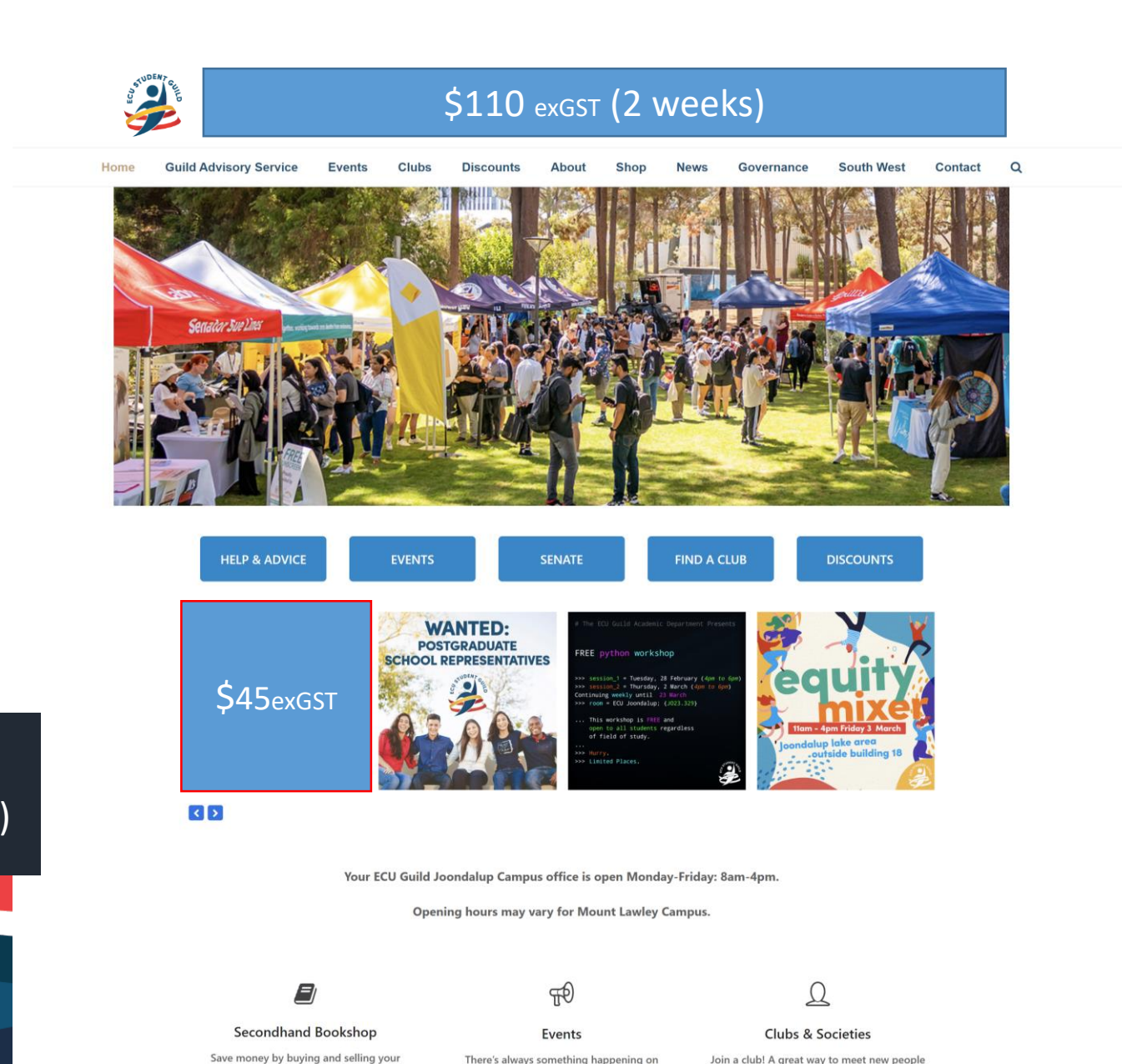
**From \$100 exGST**  
100 Words, a link and Image.

We recommend a link with a tracking URL to measure engagements.

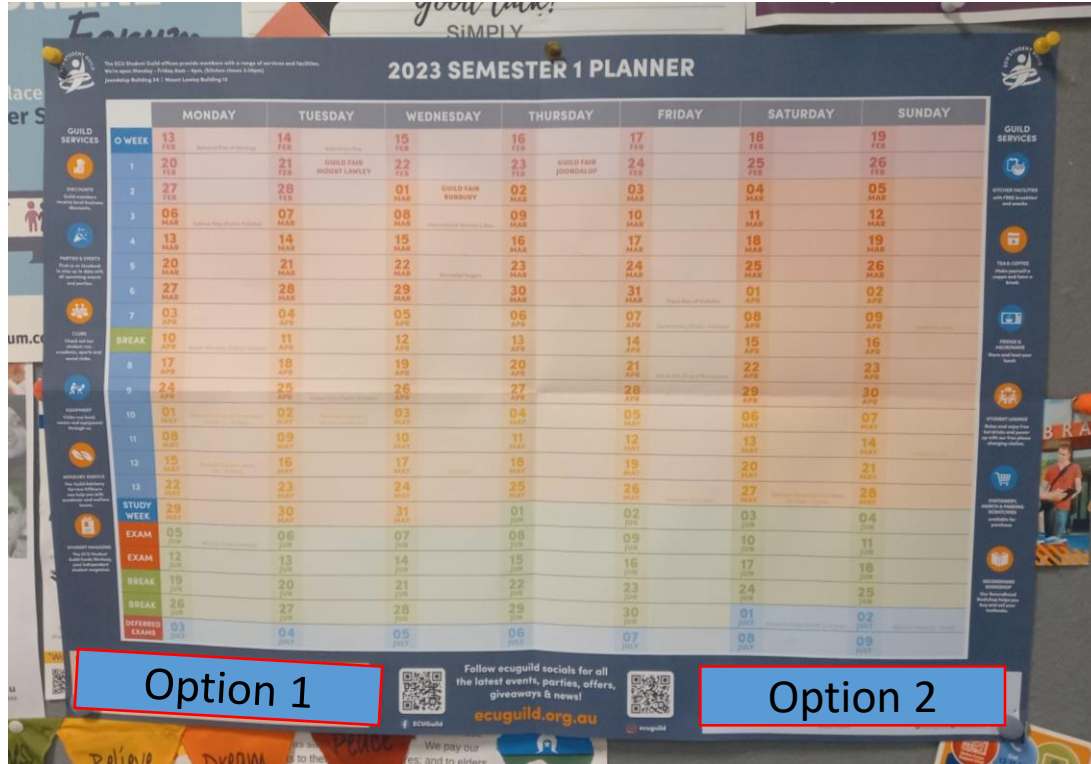
# WEBSITE

**\$110 exGST**  
Homepage Banner (2 weeks)

**\$45 exGST**  
Square Tile Image + Link (2 weeks)



# WALL CALENDAR



A2 Fold Out  
2000 printed per semester.

Provided FREE to ECU Guild  
Members

Banner Splash \$150

**\$150 exGST**  
Banner Splash (19cmx4cm)



# DIARY 2024



Back Cover: \$1000 exGST

Inside Front Cover: \$750 exGST

Inside Back Cover: \$600 exGST

Banner Ad: \$100 exGST

Half Page: \$250 exGST

Full Page: \$450 exGST

4000 Copies distributed FREE to ECU students

3000 handed out in Semester 1 across Joondalup, Mt Lawley and Bunbury campuses.

1000 handed out in Semester 2 across Joondalup, Mt Lawley and Bunbury campuses.

# SOCIAL MEDIA



Instagram Option: Post and Story

Followers: 3,400+

Average Reach/Week: 2,200

Gender Balance:  
55.6% Female v 44.3% Male

Age Breakdown  
18-24: 51.8%  
25-34: 35.1%  
35-44: 7.5%  
45-54: 2.5%

*Contact us to discuss more opportunities*



# ON CAMPUS ACTIVATION (Joondalup Only)



Cost: \$150/hour, minimum 3 hours.

All On Campus Activations must be cleared by ECU Campus Leasing.

Timings Available: Monday-Thursday, 10am-4pm.

## Requirements:

- Current Public Liability Insurance
- Employees on campus must complete an ECU Induction (Online)

## Included:

- Trestle table and chairs.
- Access to power.
- Shout Out on Guild Instagram stories the day before and day of activation.



There are restrictions on the activities that can be carried out on campus. We will liaise with you to ensure your activation is compliant with ECU by-laws.