

ECU GUILD AD-KIT 2024

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



Fortnightly Newsletter

Total Database: 20k

Average Open Rate: 14%

International Students: 5.5k

Joondalup based: 10.4k

Postgraduate: 6.8k

City of Joondalup Festival Offer 15 March 2023



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 **JF10** at checkout when buying your tickets to redeem your discount.

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

Offer: 10% Discount Code for COJ Festival Acts

Total clicks: 83

From \$100 exGST

100 Words, a link and Image.

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



WEBSITE



\$250 exGST
Homepage Banner (2 weeks)

[Home](#) [Guild Advisory Service](#) [Events](#) [Clubs](#) [Discounts](#) [About](#) [Shop](#) [News](#) [Governance](#) [South West](#) [Contact](#) [Q](#)



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



DIARY

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



BACK COVER
\$1000 exGST

INSIDE FRONT COVER
\$750 exGST

INSIDE BACK COVER
\$600 exGST

FULL PAGE
\$450 exGST

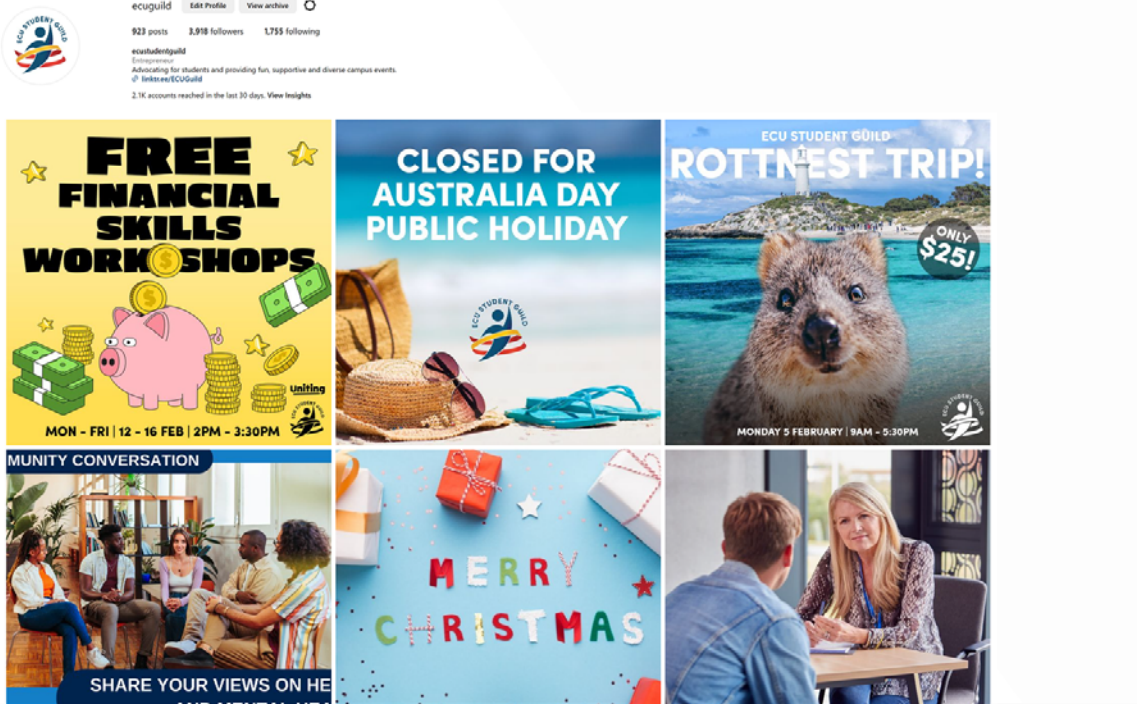
HALF PAGE
\$250 exGST

BANNER AD
\$100 exGST

2025 artwork required by November 2024



SOCIAL MEDIA



Instagram Option: Post and Story

Followers: 3,400+

Average Reach/Week: 2,200

Gender Balance: 55.6% Female / 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.

