

# WORONI

ANU's Official Student Newspaper, established 1950.

## ADVERTISING PROSPECTUS

Woroni is the primary source of news and campus updates for ANU students and staff, providing extensive coverage of local and national news, opinion, sport and popular culture. Woroni is the only official hard-copy publication on campus, making it the easiest and most effective way for your organization or business to reach the wider ANU community.

Woroni can offer your organization exclusive and unrivaled access to one of the largest consumer markets in Canberra and to future employees who rank amongst the most qualified graduates in Australia.

In 2017, Woroni will be published fortnightly throughout the academic year in a 48-64 page colour tabloid format. Woroni is distributed at no charge from more than 20 locations around the ANU campus and surrounding area, and is also available online at [www.woroni.com.au](http://www.woroni.com.au).

Advertising with Woroni offers you access to a large and diverse audience. The Australian National University is not only an educational institution, but also a home to thousands of students living on campus in University accommodation. These students come from overseas and interstate and arrive with little knowledge of the businesses around Canberra. Advertising in Woroni will allow your business to get a foothold into this vital demographic. Students are an accessible and responsive demographic. By advertising in Woroni, you can start a conversation with students, and allow them the chance to reply.

Woroni also offers digital advertising through its two premier social media platforms, Instagram and Facebook, with 500+ and 8000+ followers respectively. Pricing is open to negotiation based on individual requirements.

Please contact us about any other marketing opportunities including Social Media Campaigns.

### ADDRESS

Shop 15, Lena Karmel Lodge  
26 Barry Drive  
Canberra ACT 2601

### PHONE NUMBER

(02) 6125 9574

### OFFICE HOURS

Monday to Friday: 9am - 5pm

### EMAIL

[advertising@woroni.com.au](mailto:advertising@woroni.com.au)  
[contact@woroni.com.au](mailto:contact@woroni.com.au)

**22,000+**  
students

**10,000+**  
undergraduates

**11,000+**  
postgraduates

**8000+**  
Facebook likes

**15,000-20,000**  
Average weekly Facebook reach

**878**  
Instagram followers



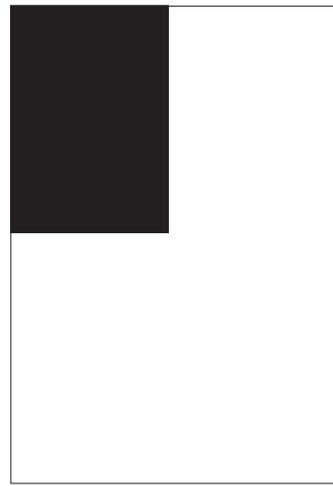
### FULL PAGE

\$549.99  
380mm x 262mm



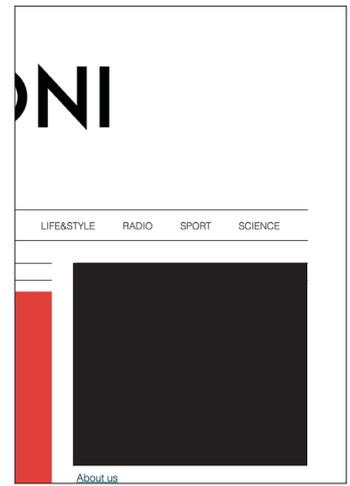
### HALF PAGE

\$339.99  
190mm x 262mm



### QUARTER PAGE

\$139.99  
190mm x 131mm



### WEB BANNER

2 weeks: \$39.99-69.99  
4 weeks: \$99.99-149.99  
Web advertising is limited to 5 advertisements per fortnightly rotation

## PRINT SPECIFICATIONS

All advertising material must be high resolution for print (300dpi or higher). Please supply your artwork in PDF format only. Please use CMYK colour. We do not accept responsibility for artwork supplied in any other colour format.

## NOTE

Please contact us about any other marketing opportunities including Social Media Campaigns. Prices are GST exclusive and discounts are available for: (a) booking multiple editions or platforms; (b) ANU Students; (c) Not for profit organisations. Please email [advertising@woroni.com.au](mailto:advertising@woroni.com.au) for more details.

## DON'T HAVE YOUR AD READY?

If you require, we can design your advertisement to your specifications. Our design team is experienced and has access to state-of-the-art software. We can tailor your advertisement to the needs of your business or organisation. We charge \$50 per hour for design services.

## TERMS & CONDITIONS

1. Failure to adhere to any relevant deadline may result in the advertisement not appearing as per the cancellation and modification conditions.
2. The Editors reserve the right to reject, cancel, amend, refuse, change position or postpone publication of an advertisement for any reason at its absolute discretion. If a change to the advertisement requires consent from you, then the Editors will make every reasonable attempt to make telephone contact with you. If contact cannot be established, the advertisement may be cancelled until contact can be made.
3. By submitting an advertisement, you warrant that the material complies with all applicable laws, regulations and advertising codes of conduct and that its publication will not give rise to any claims against or liabilities of ANU Student Media and any of their members and staff.
4. Advertisers and their advertisements warrant that nothing in the material lodged for publication breaches the Trade Practices Act 1974, Copyright Act 1968 or laws (Commonwealth, State or Territory, as relevant) relating to defamation, therapeutic goods, tobacco products, consumer protection, fair trading and sale of goods or infringes the rights of any person.
5. The Advertiser agrees to pay the rates specified by ANU Student Media and the 2016 Woroni Advertising Prospectus for each advertisement and is aware that the price and date specifications may be subject to change.
6. Payment must be made in full within 14 days of the invoice date and we reserve the right to exclude an advertisement or request up front payments from parties which have failed to pay in the past, or accrued outstanding

- payments. By lodging an advertisement in Woroni, you agree to indemnify the Editors and any of its members and staff from and against all liability, claims, losses, damages, costs, expenses (including reasonable legal fees) or proceedings arising wholly or partially, directly or indirectly, in connection with the publication of the material. Without limiting the generality of the above, you indemnify the ANU Student Media Editors and any of its members and staff from and against all liability, claims, losses, damages, costs, expenses (including reasonable legal fees) or proceedings arising in connection with any claims by third parties in defamation, injurious falsehood, passing off, unfair competition, contract, breach of copyright or other intellectual property rights, misrepresentation, breach of privacy rights or confidential information or any breach of any Statute, regulation or other law giving rise to any civil or criminal liability whatsoever.
7. ANU Student Media will not accept advertising for political party announcements, cigarettes, gambling services or venues, sexual services or sex industry venues.
  8. ANU Student Media will not accept advertisements that it deems to be racist, homophobic or offensive in nature.
  9. ANU Student Media will not accept advertorials.
  10. ANU Student Media may exclude or request amendments to any advertisement submitted for publication which do not satisfy our specifications and policies above.

For all advertising enquiries, please contact our Managing Editor

**KAT**  
**CARRINGTON**  
advertising@  
woroni.com.au