WORONI

Australian National University Student Media Inc.
ANU's official student newspaper since 1950

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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, life and style, sports, and popular culture. *Woroni* is the only regular hard-copy publication on campus, making it the easiest and most effective way for your organisation or business to reach the wider ANU community.

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

In 2019, *Woroni* will be published approximately monthly throughout the academic year in a 64-page colour A4 magazine format, with six editions in total. Woroni is distributed free of charge from more than 20 locations around the ANU campus and surrounding area and is also available online at 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 with us will allow your business to get a foothold into this vital demographic. Students are an accessible and responsive demographic. You can start a conversation with students and allow them the chance to reply.

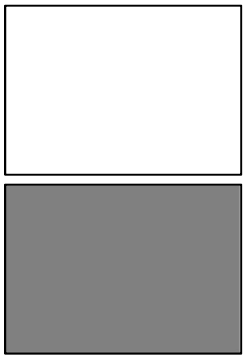
Images on this page are taken from Woroni's old newspaper publication and do not reflect how advertisements look in the new magazine format.

Advertising Catalogue

Woroni publishes content in three branches: news and content, radio and television. We offer advertising in two mediums: in our printed magazine and digitally on our website. Pricing is open to negotiation, particularly for booking multiple editions, for not-for-profit organisations or for ANU students.

FULL PAGE

$750
160 x 250 mm
Full page ad in the printed magazine



HALF PAGE

$400
160 x 120 mm
Half page ad in the printed magazine

LARGE WEB AD

2 weeks: $70
4 weeks: $120
1300 x 780 px
Appears on all articles on rotation.

SMALL WEB AD

2 weeks: $50
4 weeks: $80
700 x 700 px
Appears on the homepage.

Statistics

22,000
Students at ANU

20+
Distribution points around ANU and Canberra Civic

1000
Issues printed and distributed monthly

15,000 – 20,000
Average weekly Facebook reach

10,000
Average weekly website pageviews

2500
Weekly unique website users

7%
Average online advertising click-through engagement

For all advertising inquiries, please contact

Jonathan Tjandra
Managing Editor

advertising
@woroni.com.au.

All prices include GST. Any advertisements placed must abide by the Terms and Conditions as outlined in this document.

Social media campaigns

We also run regular competitions and give-aways across our social media platforms – Facebook, Instagram, and Twitter. Please get in touch with us regarding any marketing opportunities with our social media campaigns.

Print specifications

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

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 $55 per hour for design services (including GST).

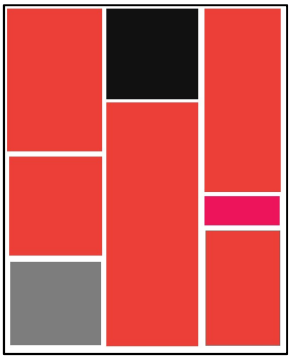
Campus Classifieds

(ANU Clubs, Societies, and students only)

Are you a club or society looking to promote your ball or event? Seeking to increase your membership? Are you a student looking to advertise your project? Are you looking for additional volunteers to help? *Woroni* is offering a special advertising opportunity to ANU clubs, societies, and students.

One page in each edition will be set aside to form the Campus Classifieds section. The aim is this will be to go-to page for campus events and projects. For students, this is an excellent way to promote your event and receive access to *Woroni*'s extensive network.

Please note that any advertisements placed in the Campus Classifieds section must abide by the Terms and Conditions of advertising with *Woroni*. We reserve the right to refuse advertising for projects and events which are offensive or unethical.



CAMPUS CLASSIFIEDS

$10

Up to 100 words and one 50 x 50 mm image.

Terms and 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 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 upfront 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 offensive or discriminatory in nature, including but not limited to advertisements that may be deemed racist, homophobic, sexist, or transphobic.
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.