

STUDENT DIARY.

The student diary is distributed to 20,000 new Deakin University Student's each year providing brands a great opportunity to engage with large audiences. The student diary is well known amongst students for showcasing all the student deals and discounts for members.

The student diary is a great way to drive traffic in-store through promotional offers and vouchers, whilst building brand awareness and recognition.

PLATINUM

» **\$2,000**

- » Full Page Student Diary Ad
- » 2 Social media posts – on the DUSA Facebook (40,000 followers)
- » 1 Email marketing tile – in the DUSA monthly email to students
- » 1 Blog post throughout the 2021 year
- » Listing on the DUSA deals website and flyer
- » Listing on the DUSA discount app available to members

GOLD

» **\$1,250**

- » Half Page Student Diary Ad
- » 1 Social media post – on the DUSA Facebook (40,000 followers)
- » 1 Email marketing tile – in the DUSA monthly email to students
- » Listing on the DUSA deals website and flyer
- » Listing on the DUSA discount app available to members

SILVER

» **\$600**

- » 1/3 page Student Diary Ad
- » Listing on the DUSA deals website and flyer
- » Listing on the DUSA discount app available to members

BRONZE

» **\$300**

- » Coupon Student Diary Ad
- » Listing on the DUSA deals website and flyer
- » Listing on the DUSA discount app available to members

FULL PAGE



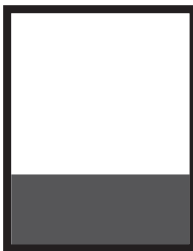
210 X 148mm

HALF PAGE



148 X 105mm

1/3 PAGE



135 X 68mm

COUPON



67.5 x 68mm

