

2018 Advertising Packages

Bendigo Student Association @ La Trobe University, Bendigo RATE SHEET

STUDENT DIARY



This A5 sized full colour diary has a print run of 3,000 and is free for all students. It contains important university dates, timetables, maps and information.

The BSA diary won the ACUMA national award for best student diary in '04, '06 and 2011 and was runner up in 2008, 2009 and 2010.

BSA FACEBOOK



With over 3,800 likes and growing every day, the BSA Facebook page has become the number one method for promoting student related events, services and products.

Promotional opportunities for external businesses are strictly limited.

Facebook post feedback available on request.

MARKET DAY



Market Days are one of the highlights of the La Trobe University Orientation Week and Bruce Week social programs.

With more than seventy stalls and 1,700 new students each year, it's a great chance for businesses, sports clubs and community organisations to promote their products, services and causes.

DIGITAL SCREEN



Our digital monitor next to our Info Desk enjoys high visibility for the lunch time crowds on the main cafeteria floor.

A limited playlist of slides cycles endlessly through the day with each slide appearing for 5 seconds at a time.

Note: Not available for franchises and national businesses.

Package Details

Package	Diary	Market Day	Facebook Postings	Digital Screen	Price*
Diary Gold	Back cover or Bookmark Flap	O Week & Bruce Week	18	3 weeks	2,399
Diary Silver	Inside cover	O Week	9	3 weeks	1,499
Diary Bronze	Full Page		6	2 weeks	649
Market Day Gold		O Week & Bruce Week	18	3 weeks	1,099
Market Day Gold FB		O Week & Bruce Week	36		1,299
Market Day Silver		O Week	9	1 week	599
Market Day Silver FB		O Week	18		799
Digital Gold			24	2 weeks	1,099
Digital Silver			12	1 week	599
Facebook Gold			24		929
Facebook Silver			12		529
Facebook Bronze**			6		249

*All prices are GST inclusive

**Semester 2 only

Contact

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