

The UAC logo is a dark blue square with a green diagonal stripe from the bottom-left corner. The letters 'UAC' are written in white, bold, sans-serif font in the upper-left portion of the square.

UAC

A group of diverse young adults are shown from the chest up, looking towards the right. They are in a dimly lit room with blue ambient lighting and wooden ceiling beams. The group includes a young man with curly hair, a young woman with long blonde hair, a young woman with dark hair in a striped tank top, and a young man in a white t-shirt in the foreground.

Advertising +

Apply direct entry

2026

About our publications

Steps to uni for Year 11 & 12 students

- Published in February each year, *Steps to uni for Year 11 & 12 students* is for prospective tertiary students in NSW and the ACT.
- It provides information about applying for tertiary study through UAC. It explains the ATAR and guides students through the process of applying to university, managing their application, accepting an offer and enrolling.
- It is distributed to students, teachers and those attending expos and information days.

Steps to uni for Year 10 students

- Published in May each year, *Steps to uni for Year 10 students* is a key publication for Year 10 students in NSW and the ACT choosing their courses for Years 11 and 12.
- Now in its 32nd year of publishing, *Steps to uni for Year 10 students* is a valued resource.
- It is distributed to all Year 10 students in NSW and the ACT.

Wide coverage

- Our print run for *Steps to Uni for Year 11 & 12 students* will be 22,000 provided free of charge to Year 11 & 12 students in NSW and the ACT.
- Our print run for *Steps to Uni for Year 10 students* has increased to 110,000, which we provide free to all Year 10 students in NSW and the ACT.
- Copies of our publications are also supplied to interstate schools, TAFE colleges, libraries and universities to reach all other potential applicants.
- With high pass-on rates to parents and other influencers, UAC's publications have a wide readership.

Invaluable resources

- Students can explore their options and ensure they are on the right track for university entry.
- As primary aids for teachers and student advisers, the *Steps to uni for Year 11 & 12 students* and *Steps to uni for Year 10 students* form the basis of classroom sessions, assemblies and parent evenings.

Digital footprint

- Digital editions of UAC's publications are available on the UAC website, providing access to an even wider audience.
- As a trusted source of information, UAC's website has a high volume of visitors each year, particularly at peak times in the admission cycle.
- UAC's social media channels and e-newsletters keep our key audience up to date and include relevant links to our website.

Website and course search

Website traffic

Each year the UAC website attracts over 1.2 million unique visitors to the home page, and more than 9 million across the whole site.



There are an average of 802,000 page views per month with peaks in December (4.4 million page views), January (2.4 million page views), August and September (around 2.1 million page views in each month).

Institution landing pages

Each participating institution has a custom landing page with a unique UAC url created to provide ease of access to admission information and course listings on the UAC website.



Apply direct institutions are also entitled to a landing page.

Landing pages offer branded images and a promotional blurb.

Course search

UAC's comprehensive online course search allows users to search for courses by keyword, institution, code and pattern of study.



Applicants are able to select, compare and save favourite courses and then refer to them later when submitting an application.

UAC's Course Compass tool, designed to help students decide which uni courses to apply for, has an integrated course search function, allowing students to see courses under suggested fields of study. Visit uac.edu.au/coursecompass.

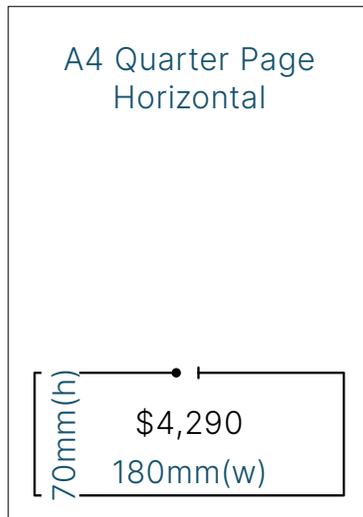
Quarterly reporting

UAC provides participating and apply direct institutions (upon request) with a quarterly report on the website traffic to their course description pages, allowing institutions to track interest in courses.



Advertising rates and options

Print advertisement sizes and rates



Discount

UAC participating and apply direct institutions are entitled to a 25% discount on our standard advertising rates.

Book an advertisement in both publications to receive a 10% discount on the second advertisement.

Please note:

Rates quoted above include GST, but do not include commission for bookings received from advertising agencies.

Payment

Upon receipt of your completed booking form, UAC will issue a 7-day invoice for the full amount.

Payment must be received prior to publication of your advertisement.

Advertising specifications and guidelines

Technical specifications

Size (a 5mm bleed can be added to these sizes and no crop marks required)	A4 Full Page 180mm(w) x 265mm(h) ----- A4 Half Page Landscape 180mm(w) x 133mm(h) ----- A4 Quarter Page Horizontal 180mm(w) x 70mm(h) ----- Inside Back Cover 210mm(w) x 297mm(h)
Font	– Must be converted to outline – Must be embedded
Images	– Minimum resolution – 300dpi – CMYK colour profile
Format accepted	Press-optimised PDF
Formats not accepted	– PDFs created using Word – Word document files – PowerPoint files – Excel files

Operational guidelines

Who can advertise in UAC publications?

UAC accepts advertisements from:

- institutions who are ‘approved higher education providers’ eligible to offer FEE-HELP (as defined by the Australian Government) or a university-owned private provider; and/or
- organisations who offer services relating to education.

In general, UAC will encourage advertisements relating to matters that positively affect the life of a higher education student.

Space available

No more than 10% of the publication will be available for advertising.

Placement of adverts

UAC retains the right to control the placement of all advertisements, which are subject to layout constraints and available space.

Advertising integrity

All advertising must be presented in accordance with the Australian Association of National Advertisers Code of Ethics available at aana.com.au/self-regulation/codes/.

UAC retains the right to approve and control the style and content of all advertisements.

Where information is presented as fact, it should be accurate and verifiable. No factual claim should be made which cannot be substantiated.

Advertisers, not UAC, are responsible for information contained in advertisements.

Apply direct entry

What is an apply direct entry?

Apply direct is for institutions who manage their own application and admissions processes.

Entries includes:

- an institution profile containing your logo and banner image
- listing your courses on UAC's course search page
- a detailed course description for each of your courses listed with UAC.

Apply direct course descriptions

Detailed course information will be published on UAC's website through our easy-to-use online course search.

It will include major standard headings such as an overview of the course, admission criteria and application procedures. UAC will work with you to edit and style your course descriptions (a fixed fee per course applies – see 'Costs' on the next page).

Eligibility

To be included:

- your institution must be an 'approved higher education provider' eligible to offer FEE-HELP (as defined by the Australian Government) or a university-owned private provider
- courses must be at diploma level or higher, with HECS-HELP or FEE-HELP or VET FEE-HELP available to eligible students.



Apply direct costs and technical specifications

Costs

Listing fee: \$13,575 per institution
Course entry: \$2,730 per course

Example

If your institution includes two course entries:

Listing fee:	\$13,575
Course entry fee:	\$ 5,460 (\$2,730 x 2)

Total: \$19,035

All prices are inclusive of GST.

Payment

To secure an apply direct entry, a 50% deposit of the total cost of your entry is required. Within 14 days of receipt of your booking form, UAC will issue a 7-day invoice for the 50% deposit confirming your booking.

UAC will then issue a second invoice for the outstanding amount in March (see Next steps for detailed time lines).

Technical specifications

Copy

All copy must be provided to UAC in Word format on the Word template provided by UAC (either a new template or your previous year's entry).

Logo

High resolution (300dpi); CMYK profile in jpg, tiff, pdf or eps format.

Images

A banner image will appear as the hero at the top of your institution's landing page and on each sub page.

No text or graphics should appear on the image.

Banner size: 1600pix(w) x 300pix(h)
No crop marks required.

Provide in high resolution (300dpi); CMYK colour profile in jpg, tiff, pdf or eps format.

Next steps – work flow and schedule

Advertising

Advertisers must use the booking form to secure an advertisement in a UAC publication. → Thursday 15 January 2026 – for *Steps to uni for Year 11 & 12 students*
→ Monday 2 March 2026 – for *Steps to uni for Year 10 students*

UAC will issue invoice. → When booking received

Press-ready to specification advertisement required at UAC. → Thursday 15 January 2026 – for *Steps to uni for Year 11 & 12 students*
→ Monday 2 March 2026 – for *Steps to uni for Year 10 students*

Steps to uni Year 11 & 12 booklet available. → March 2026

Steps to uni for Year 10 students available and distributed to schools. → May 2026

Apply direct

Institutions must use the booking form to secure an apply direct entry and confirm how many courses will be listed. → Friday 30 January 2026

UAC will then issue a 7-day invoice for the 50% deposit. → February 2026

Provide institutions profile, logo, images, course list and updated course descriptions. → Friday 20 February 2026

Sign-off institution profile and course descriptions for UAC for website. → Friday 27 March 2026

UAC will issue a 7-day invoice for the remaining 50% of cost. → March 2026

Institution information and course descriptions published on the UAC website. → April 2026

2026 Advertising + apply direct entry

booking form

Send completed booking form and content to: publications@uac.edu.au

All booking requests and content/artwork must be sent to UAC by the following dates.

Advertising booking & artwork: Year 11 & 12 booklet – Thursday 15 January 2026
Year 10 booklet – Monday 2 March 2026

Apply Direct entry booking: Friday 30 January 2026

Apply Direct entry content: Friday 20 February 2026

Booking details

Advertiser/Institution name

Contact name

Postal address

ABN

Email

Telephone

Purchase order no/Booking ref no

Advertising options (please enter amounts required)

Steps to uni for Year 11 & 12 students

A4 Full page \$13,420

A4 Half page \$7,755

A4 Quarter page horizontal \$4,290

A4 Inside back cover – price on application

Multiple pages – price on application

Steps to uni for Year 10 students

A4 Full page \$13,420

A4 Half page \$7,755

A4 Quarter page horizontal \$4,290

A4 Inside back cover – price on application

Multiple pages – price on application

Apply direct entry options (please enter amounts required)

Listing fee (\$13,575 per institution)

Course entries (\$2,730 per course)

I have read and accept the Terms and Conditions. I am an authorised officer of the above-named advertiser/institution.

Name

Signature

Position

Date

UAC office use only

Confirmation of booking/invoice advice (to be completed by UAC)

An invoice will be sent to the contact name provided.

Steps to uni for Year 11 & 12 students

<input type="checkbox"/> A4 Full page \$13,420	= \$	<input type="text"/>
<input type="checkbox"/> A4 Half page \$7,755	= \$	<input type="text"/>
<input type="checkbox"/> A4 Quarter page horizontal \$4,290	= \$	<input type="text"/>
<input type="checkbox"/> Inside back cover/multi pages	= \$	<input type="text"/>
<input type="checkbox"/> Less 10% discount (for ads in both)	= \$	<input type="text"/>
<i>sub total</i>	\$	<input type="text"/>

Steps to uni for Year 10 students

<input type="checkbox"/> A4 Full page \$13,420	= \$	<input type="text"/>
<input type="checkbox"/> A4 Half page \$7,755	= \$	<input type="text"/>
<input type="checkbox"/> A4 Quarter page horizontal \$4,290	= \$	<input type="text"/>
<input type="checkbox"/> Inside back cover/multi pages	= \$	<input type="text"/>
<input type="checkbox"/> Less 25% discount (if applicable)	= \$	<input type="text"/>
<i>sub total</i>	\$	<input type="text"/>

Apply direct entry

<input type="checkbox"/> ¹ Listing fee \$13,575 per institution	= \$	<input type="text"/>
<input type="checkbox"/> Course entries \$2,730 per course	= \$	<input type="text"/>
<i>sub total</i>	\$	<input type="text"/>
Total	\$	<input type="text"/>
50% deposit due	\$	<input type="text"/>

Name	<input type="text"/>
Position	<input type="text"/>
Signature	<input type="text"/>
Date	<input type="text"/>

The above-named is an authorised officer of UAC.

Final payment invoice advice (to be completed by UAC)

An invoice for the final outstanding payment will be sent to the contact name provided.

Total	\$	<input type="text"/>
Deposit paid	\$	<input type="text"/>
Final amount due	\$	<input type="text"/>

Name	<input type="text"/>
Position	<input type="text"/>
Signature	<input type="text"/>
Date	<input type="text"/>

The above-named is an authorised officer of UAC.

Terms and conditions

- 1 To secure an advertisement or an apply direct entry, an advertiser/institution must:
 - (a) complete the relevant booking form in this brochure and send to UAC by the date stipulated on the form
 - (b) make payment of the total cost of the advertisement within 7 days of receipt of an invoice sent by UAC
 - (c) make payment of a 50% deposit of the total cost of the apply direct entry within 7 days of receipt of an invoice sent by UAC
 - (d) provide all content to UAC by the date stipulated in this brochure.
- 2 UAC reserves the right to cancel an advertisement or an apply direct entry at any time where a breach of conditions 1(b) or (c) occurs or where UAC considers that an operational or reputational risk to the publication may occur.
- 3 In the event that a cancellation occurs (either by an advertiser or by UAC) and an invoice for a deposit has been issued by UAC and has fallen due, UAC will:
 - (a) retain the entirety of any deposit paid, or
 - (b) request payment of the outstanding deposit should the deposit not have been paid.
- 4 Advertisements and apply direct entries are subject to final approval by UAC. All decisions made by the Managing Director, UAC with regard to compliance with the Australian Association of National Advertisers Code of Ethics will be final. All decisions made by UAC regarding style, content and layout will be final.
- 5 UAC will not publish an apply direct entry until receiving sign-off by an authorised officer of an apply direct institution.
- 6 An apply direct entry is limited to an institution landing page on the UAC website and courses listed on UAC's online course search. UAC will not manage or maintain online any changes to the apply direct entry or the courses listed within that entry once it has been signed off.
- 7 Advertisers/institutions, not UAC, are responsible for the verification of information contained in their advertisement/apply direct entry and are liable for all consequences of any incorrect information published.
- 8 All UAC invoice requests will be issued by an authorised officer of UAC.

Contact us

For more information about advertising products featured in this brochure, contact:

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