

# woroni

The Australian National University Student Newspaper. 1948 - 2008



**woroni**  
The Australian National University Student Newspaper | 1948 - 2008

## Not all stormy weather for School of Music

**Students' knowledge being tested**  
The School of Music is currently facing a storm of controversy, with students' knowledge being tested in a series of exams. The school is currently facing a storm of controversy, with students' knowledge being tested in a series of exams. The school is currently facing a storm of controversy, with students' knowledge being tested in a series of exams.



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## It's Gough

**Whitlam demands health centralisation and lambasts the University for conferring an honorary degree on Singaporean autocrat Lee Kuan Yew.**  
The Australian National University is facing a storm of controversy, with students' knowledge being tested in a series of exams. The school is currently facing a storm of controversy, with students' knowledge being tested in a series of exams.



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## Welcome (back)!

**ANU Scores Karmel AS 'New Year'**  
The Australian National University is facing a storm of controversy, with students' knowledge being tested in a series of exams. The school is currently facing a storm of controversy, with students' knowledge being tested in a series of exams.

# 2008 ADVERTISING PROSPECTUS

*Woroni* offers your organisation consistent and exclusive access to one of the largest consumer markets in Canberra and future employees who rank among the most qualified graduates in Australia.

The Australian National University is Australia's first ranked university and contains a trend-setting student population that spends well in excess of \$140,000,000 annually.

For 2008 *Woroni* will be published as a full colour tabloid-size newspaper with broadened coverage of local news, sports, arts, culture, politics, opinion, science, music, film, books, careers and leisure.

*Woroni* delivers 6,000 - 10,000 eyes fortnightly.



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# WHY ADVERTISE WITH WORONI?

Students are a difficult market to reach. They rarely watch commercial television, listen to commercial radio or read mainstream tabloid newspapers. ANU students are more likely to read *The Australian* or *The Age* than *The Canberra Times*. As a market, students base their spending decisions on fashion, word-of-mouth and direct and well-targeted local advertising. Only *Woroni* can offer your organisation consistent, direct and exclusive exposure in a medium tailored to ANU students.

In 2008 *Woroni* will be published fortnightly in traditional tabloid newspaper format. It will offer a diverse content package aimed at a broad audience. Unlike most other student publications, our writers and editors receive honoraria for their work - ensuring high content standards. Both the hardcopy and online editions of *Woroni* carry university news, opinion, essays, events, gossip, cartoons, humour, sports, science, health, arts, music and book/film/music reviews. No matter what product or position your organisation is advertising, there's a perfect place for your ad in *Woroni*.

## MARKET PROFILE - CONSUMERS

Many Australian students do it tough and students at the Australian National University are no exception. However, the *Australian University Student Finances Survey* (Universities Australia 2006) indicated that the average Australian undergraduate student spends \$17,390 per annum. That figure includes an average discretionary expenditure of \$4,000 on entertainment and holidays. With 8,000 undergraduates and 4,000 postgraduates and ACT incomes well above the Australian average, the ANU offers a market well in excess of \$140,000,000. Our undergraduates have a discretionary spending power of \$32,000,000.

Students are key consumers of rental accommodation, food, alcohol, computers, software, clothing, homewares, domestic and international travel, textbooks, mobile phones, medical services, MP3 players, live and recorded music, cinema, theatre, sports goods, bicycles and second-hand vehicles.

Our trend-setting readers are also only two to four years away from graduate employment and most will become well-educated consumers with high levels of disposable income. *Woroni* can give your organisation a head-start in one of the most valuable marketplaces of the future.

## MARKET PROFILE - EMPLOYEES

The influential *Times Higher Education Supplement* consistently ranks the Australian National University as the best university in Australia and the 16th in the world. It has a world-class reputation for research, a high staff-student ratio and thriving academic and cultural community. The ANU has seven academic Colleges: Arts and Social Sciences, Asia and the Pacific, Business and Economics, Engineering and Computer Science, Law, Medicine and Science.

ANU graduates are ambitious, exceptionally educated, innovative and extensively courted by public and private sector employers in Australia and overseas. Advertising in *Woroni* will give your organisation an edge in this unrivalled graduate market.



### THE AUSTRALIAN NATIONAL UNIVERSITY

*Woroni* is the publication of the ANU Students' Association and is in part funded by the Australian National University.

# HARDCOPY ADVERTISING RATE

Our current advertisers will notice changes in rates and format for 2008. *Woroni's* printing arrangements have been reconsidered and the newspaper will now be published in tabloid full colour. As a result we will no longer offer discounted advertising in black and white, but can offer full colour at a substantially reduced rate on previous years. As of **25.3.2008** these are the official rates.

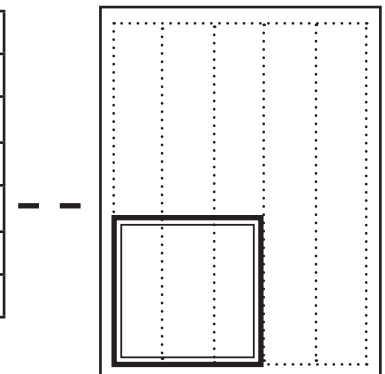
The hardcopy edition of *Woroni* is published in five-column tabloid newspaper format with a 26 x 37.5 cm printable area on each page. A publication comparable in size and layout is *The Financial Review*.

For advertisement width, column intervals are at 4.8 cm, 10.1 cm, 15.4 cm, 20.7 cm and 26.0 cm.

Advertisements are charged at a per column centimetre rate of \$6.60 AUD (inc. GST). The following formula can be used for calculations: **No. of Columns X Height (cm) X \$6.60 = Price**

The table and diagram below show the dimensions and prices of some standard advertisements.

Size	Width	Height	Columns	Price (inc. GST)
Full Page	26.0 cm	37.5 cm	5	\$ <b>1090.00</b>
Half Page	26.0 cm	18.75 cm	5	\$ 618.75
Third Page	26.0 cm	12.5 cm	5	\$ 412.50
Three Column Sq.	15.4 cm	15.4 cm	3	\$ 304.90
Banner	26.0 cm	5.0 cm	5	\$ 165.00
One Column Sq.	4.8 cm	4.8 cm	1	\$ 31.70



A 12% discount applies to full page advertisements and purchases for three or more consecutive issues. A fixed price of \$500 (inc. GST) applies to banner advertisements (26 x 5 cm) on the front and back pages. Contact us to negotiate pricing on inserts and advertising on our website and Facebook.

For a quote tailored to your needs please contact our office on **+61 02 6125 7546** or **woroni@anu.edu**.

## 2008 ADVERTISING DEADLINES

Advertisements must be submitted by 5pm on the relevant date below.

Deadline	Published	Deadline	Published
6 February	18 February (O-Week)	23 July	31 July
18 February	28 February	6 August	14 August
5 March	13 March	20 August	28 August
19 March	27 March	3 September	11 September
2 April	10 April	17 September	25 September
30 April	8 May	8 October	16 October
14 May	22 May	22 October	30 October
28 May	5 June		

## FORMAT AND SUBMISSION

All advertisement bookings and submissions must be made by email to **woroni@anu.edu.au**. Your request must include a contact name, postal address for invoice, phone number and required size. The image file for your advertisement should be high resolution, in jpg or pdf format and exact size for accurate placement.