



LINCOLN UNIVERSITY
STUDENTS ASSOCIATION

2025 ADVERTISING & EVENTS GUIDE

**LU
SA**

LINCOLN UNIVERSITY
**STUDENTS'
ASSOCIATION**
Te Rōpū Ākoka O Te Whare Wānaka O Aoraki

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Orientation Weeks

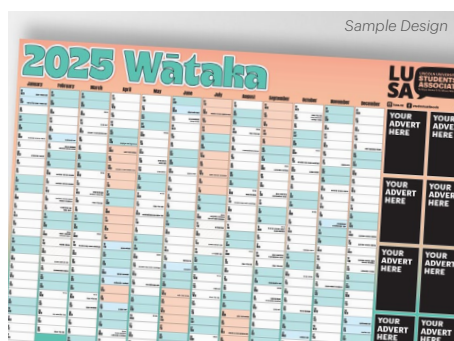
Welcome to LU!

Orientation week is an event that happens twice a year at Lincoln University. It helps welcome new students to campus, and welcomes back returning students.

Orientation is our busiest week here at LUSA, where we see our highest traffic of students come through campus. We hold many events during this week, and give away lots of free food and goodies to get everyone excited about the uni year.

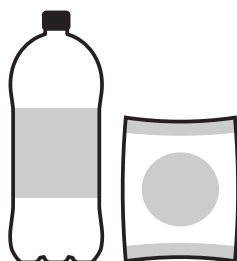


Orientation Marketing Opportunities



Wall Planner \$500

75mm(W) x 120mm(H)
Full year exposure



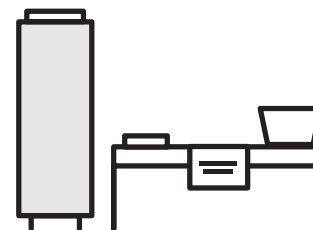
Products FREE

Provide products/samples
to hand out at clubs market



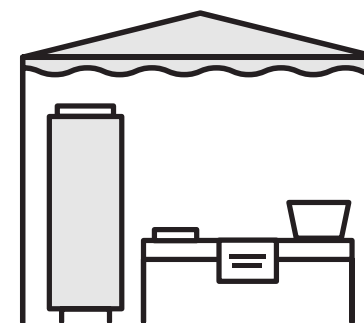
Brochures \$300

Provide promotional flyers
for LUSA to hand out



Clubs Market Stall \$600

Set up a 3mx3m stall and
advertise at our biggest
Orientation event



Campus Activation \$600

Set up a booth on campus and
advertise all Orientation Week

RAM

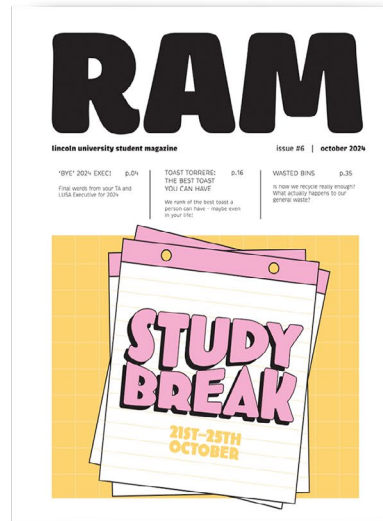
The Students' Mag

Lincoln University has over 3000 students, many of which are avid fans of the RAM. There are 8 issues printed per year.

RAM is also read online by an ever-expanding audience. It has it's very own website that makes it convenient to read whenever, wherever.

RAM is the perfect way to advertise to a large student group and beyond. We can work with you to promote your business through media collaborations, sponsorship or advertising.

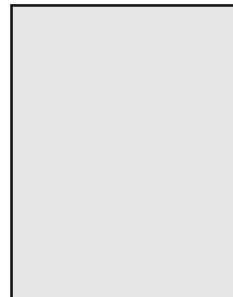
theram.org.nz



RAM Pricing and Specifications

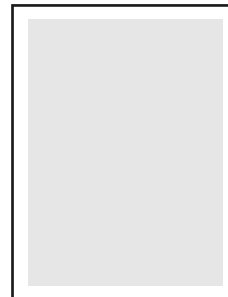
Artwork Specs

- RGB, 300dpi
- File type PDF
- Content must be provided 'placement ready' in form
- Send files to **comms@lusa.org.nz**



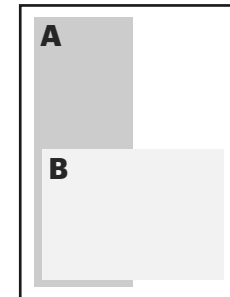
**Inside Front Cover
(Second Page):
\$500**

200mm(W) x 270mm(H)
Include 5mm bleed



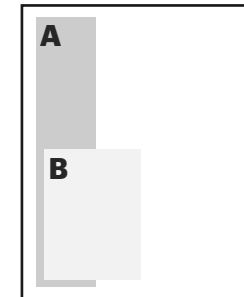
**Full Page:
\$400**

200mm(W) x 270mm(H)
Include 5mm bleed



**Half Page:
\$240**

A: 95mm(W) x 270mm(H)
B: 200mm(W) x 135mm(H)



**Quarter Page:
\$170**

A: 50mm(W) x 270mm(H)
B: 95mm(W) x 135mm(H)

Digital Advertising

Social Media / Digital Screens / RAM / EDM

Facebook and Instagram continue to be a great source of communication. With over 6000 Facebook followers (and growing), it has evolved to become one of our most powerful advertising tools.

We can work with you to promote your business and gain the interest of students. If you want further information about this, or other ways we can promote your business through social media, please email comms@lusa.org.nz

Social Media

- Caption, 50 words max
- Link to your FB/Website
- @tags & hashtags
- 940px by 788px (WxH)
- JPG/PNG

Screen Advert

- 1080px by 1920px (WxH)
 - JPG/PNG, under 2 MB
 - QR Code
- Send design file to comms@lusa.org.nz

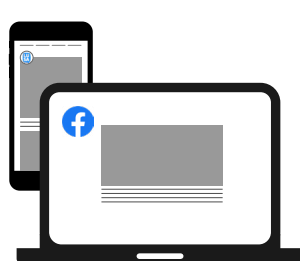
Postering

10x A3 Posters distributed around our high traffic student space. Send your physical posters to the LUSA office.

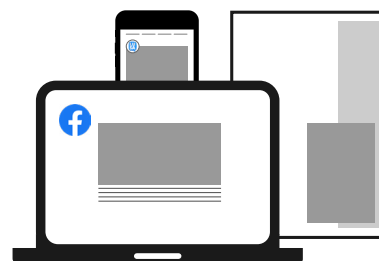
EDM

1920px by 1080px (WxH)
JPG/PNG, under 2 MB
Send design file to comms@lusa.org.nz

LUSA Office, Ground Floor Forbes Lincoln University, Corner Ellesmere Junction Road & Springs Road, Lincoln, 7647, PO Box 85007



Package One \$300



Package Two \$400



Package Three \$600

Facebook & Instagram Post



RAM Advert

1/4 Page

Full Page

TV Screen Advert



Postering



EDM Advert

(Only sent out 4 times a year)



Events

Feb & July Orientation

Despite the name, this is more than just a week long affair. Orientation has events for everyone, not just the newbies. Each year LUSA aims to make the welcome to the academic year bigger than ever, because why not kick it off with a bang?

Events we host during our Orientation weeks includes Toga Party, Afterglow, Clubs Market and Winterball.



May Grad Ball

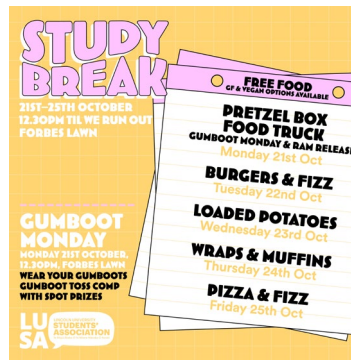
A night for graduates to celebrate their achievements and farewell Lincoln Uni with their friends.



June & Oct Study Break

An initiative that helps students get through their exams and reduces stress by providing a range of different free and fun activities.

The biggest thing we do during this week is giving away free breakfast and lunch to help students stay focused and on track for their exams.



October Garden Party

The end of lectures are celebrated with the biggest event of the year! The day consists of live music, free food and festival vibes.

We've stepped up our game, and while we still support local acts, we are now bringing international artists to the stage.



All Year Round Other Events

LUSA supports students and clubs on campus to throw their own events. Our biggest ones includes the SPACE (LGBTQI+ Club) ball, Sustainability Week, Mental Health Awareness Week, Māori Language Week and International Student events.



If you are interested in being a key sponsor or getting involved for any of these events, please contact events@lusa.org.nz or call **03 423 0165**

Contact Us

Julia Wills

*Communications &
Engagement Coordinator*

☎ 03 423 0098

✉ comms@lusa.org.nz

Michayla Clemens

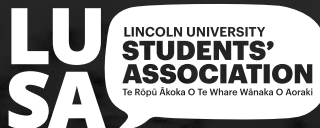
Events Coordinator

☎ 03 423 0165

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Lincoln, 7647

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lusa.org.nz



[lusa.nz](https://www.instagram.com/lusa.nz)



[studentsatlincoln](https://www.facebook.com/studentsatlincoln)

