LINCOLN UNIVERSITY
STUDENTS ASSOCIATION

2026
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.
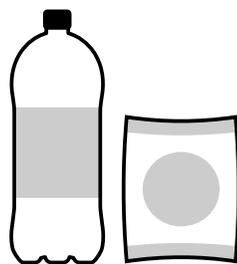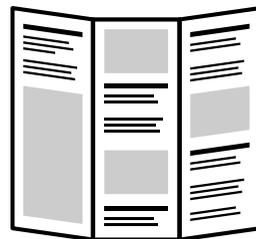

Orientation Marketing Opportunities

Sample Design

Wall Planner
$500
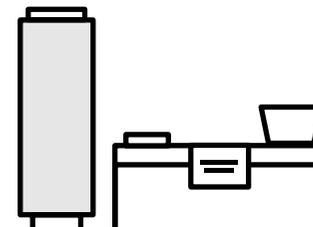75mm(W) x 120mm(H)
Full year exposure

Products
FREE
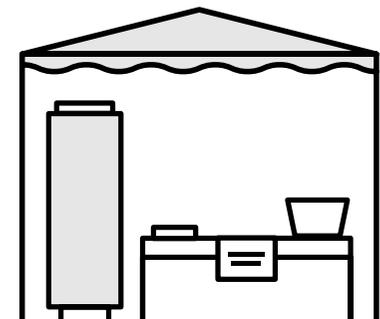Provide products/samples to hand out at clubs market

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

lusa.nz studentsatlincoln

Please Note: All Prices Are GST Exclusive And Non Commission Bearing

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
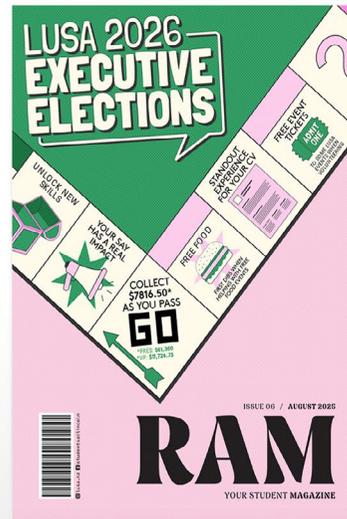
RAM Pricing and Specifications

Artwork Specs

– RGB, 300dpi

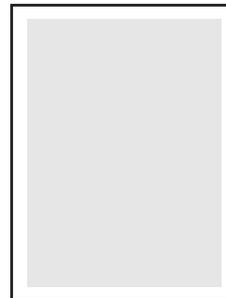– File type PDF

– Content must be provided 'placement ready' in form
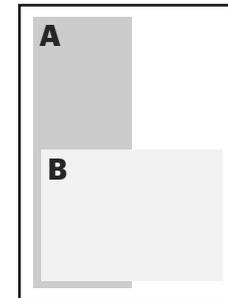
– Send files to **comms@lusa.org.nz**

Inside Front Cover
(Second Page):
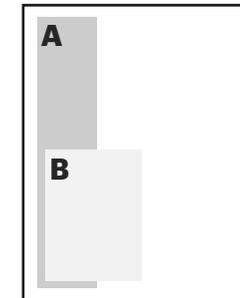## $500
200mm(W) x 270mm(H)
Include 5mm bleed

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
10xA3 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
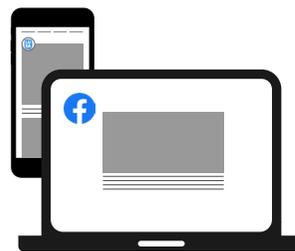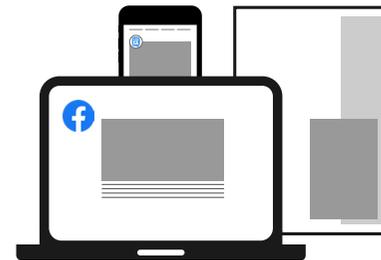
	Package One $300	Package Two $400	Package Three $600
Facebook & Instagram Post	✔	✔	✔
RAM Advert		¼ Page	Full Page
TV Screen Advert *(One month exposure)*		✔	✔
Postering			✔
EDM Advert *(Only sent out 4 times a year)*			✔

Advertising Deadlines

RAM

	Content Due	Distribution
Issue #1	02 February	Mon 16 February
Issue #2	09 March	Tue 24 March
Issue #3	02 April	Tue 21 April
Issue #4	18 May	Tue 02 June
Issue #5	29 June	Mon 13 July
Issue #6	27 July	Tue 11 August
Issue #7	24 August	Tue 08 September
Issue #8	12 October	Fri 23 October

Digital Screen

Live Date	Content Due
09 February	02 February
02 March	24 February
20 April	13 April
02 June	25 May
13 July	06 July
03 August	27 July
07 September	01 September
05 October	28 September
02 November	27 October

EDM

	Content Due	Live
Newsletter #1 (Welcome to LUSA/Ori 26)	02 February	09 February
Newsletter #2 (Welcome to Term 2)	13 April	21 April
Newsletter #3 (Welcome back/ ReOri 26)	06 July	13 July
Newsletter #4 (Welcome to Term 4)	31 August	08 September

Events

Feb & July
Ori & ReOri

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.
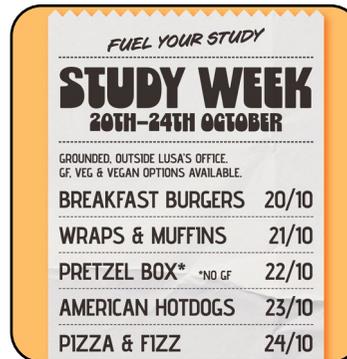
June & Oct
Study Break

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.

FUEL YOUR STUDY

STUDY WEEK
20TH-24TH OCTOBER

GROUNDED, OUTSIDE LUSA'S OFFICE.
GF, VEG & VEGAN OPTIONS AVAILABLE.

BREAKFAST BURGERS	20/10
WRAPS & MUFFINS	21/10
PRETZEL BOX* *NO GF	22/10
AMERICAN HOTDOGS	23/10
PIZZA & FIZZ	24/10

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

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