

# National Social Campaign

21st Century students are born with a cell phone in their mouths... or they may as well be.

They have grown up with all forms of major digital platforms and New Zealanders now spend close to half a standard working week (18 hours) on devices.

Planet Media's channels include digital banners with CTR provided at the end of the campaign, Facebook posts with boosts available. These options give your brand the ability to be in the place where students are checking for information.

These assets work stand alone, or as part of a comprehensive campaign. Planet Media are always happy to put together a package for any business.

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## Distribution



Nationally across all University Student Associations' FB pages

## Followers

	f Facebook	Instagram
<b>AUSA</b> Auckland	25,000	N/A
<b>AUTSA</b> AUT	17,500	2,600
<b>WSU</b> Waikato	9,500	1,900
<b>MUSA</b> Massey Palmerston North	8,000	1,000
<b>MAWSA</b> Massey Wellington	5,000	2,100
<b>VUWSA</b> Victoria University	21,000	6,500
<b>UCSA</b> Canterbury	32,000	5,300
<b>LUSA</b> Lincoln	6,000	6,000
<b>OUSA</b> Otago	32,000	5,000
<b>Total</b>	158,000	30,400

*\*followers numbers as of September 2021*

<b>Facebook-All Associations</b>	\$5,300
<b>Facebook-One Association</b>	\$600
<b>Instagram-All Associations</b>	\$4,700
<b>Instagram-One Association</b>	\$550

*All prices are GST inclusive and non-commission bearing*

## Targeted Audience



University Students

## Booking & Material Deadline



Minimum 5 days before

## Technical Specifications



1920x1080px, 150 ppi, no more than 20% text in image



1000x1000px, 150 ppi



**Web Banners**  
Information on request

