

NEXUS x WSW  
[WAIKATO STUDENTS' UNION]



RATE CARD FOR  
COMMERCIAL PARTNERS



# INTRODUCTION



Orientation Comedy Night 2025

Since 1967, Nexus and subsequently the Waikato Students' Union have existed to help and empower students to tell their own stories, excel in their field, and, from time to time, assist students in meeting their soul mates in the foam-induced fog of the Outback Inn at O'Week.

Almost sixty years on, and neither institution has learned to act its age! We have learned how to film things and produce podcasts, though, and printing a magazine, organising weeks, and dedicating thousands of hours to hardship, advocacy, and the occasional tramping club isn't cheap. We have designed a new rate card that enables you and your company to be part of that experience more than ever before.

The packages are significantly cheaper than the individual rates because we aren't looking for the advertising equivalent of a one-night stand. If we had to define the relationship, it would be clear that we are looking for a limited number of partners in a long-term, committed, and mutually beneficial financial agreement that is willing to roll over every year for the long term. Instead of just taking anyone's money we are being selective and looking at:

1. Whether being associated with each other is a good thing.
2. Whether you can be proactive in "bringing something to the table."
3. Honestly, if we think we can help get your brand to students in a meaningful way.

It is a high-trust system. From time to time, we will pitch you stupid ideas for brand involvement and you can treat "NO" like a four-letter word. However, we want people who have an interest in the game and are willing to play on our campus.

*If this has left you with more questions than answers, then feel free to get in touch with us.*



# JAMES RAFFAN

WSU Communications and Engagement Manager,  
Nexus Magazine Publisher (on behalf of the WSU)

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ads@nexusmag.org.nz  
027 521 9200

IF JAMES IS AWAY



# JASMINE GORMAN

WSU and Nexus Designer

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ads@nexusmag.org.nz

IF JASMINE IS AWAY



# LANI WREAKS

Student Experience Creator (Tauranga)

lani@wsu.org.nz

TAURANGA STUFF

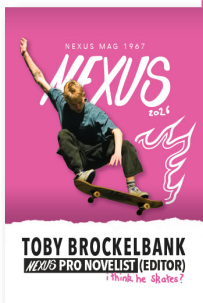


# MAX STOCKLEY

Student Experience Creator (Hamilton)

max@wsu.org.nz

NEWS STUFF



# TOBY BROCKELBANK

Nexus Editor-In-Chief

editor@nexusmag.org.nz

# Relaxed DIPLOMA

(This is your gateway to what we do at the WSU and Nexus magazine.)

**\$4,000 +GST (ANNUALLY)**

- 24 1/4 Page ads
- **One web ad** on **Nexus** rotating sidebar in stories
- Placement of **3000** units in **Orientation week bags**
- 3-Day-sites (non powered unless by arrangement)  
at **Orientation** and **Reorientation**
- Invitation to a **sponsor evening/networking event**
- **Your brand** will be associated with an award at **Club Awards**



Club Awards 2025



# AI Assisted DEGREE

(You want a little more but don't want to put in a lot of effort.)

**\$6,000 +GST (ANNUALLY)**

- 24 1/2 Page ads
- **One web ad on Nexus** rotating sidebar in stories
- Placement of **3000** units in **Orientation Week bags**
- 3-Day-sites (non powered unless by arrangement) at **Orientation** and **Reorientation**
- Invitation to a sponsor evening/network event
- **Your brand** will be associated with an award at **Club Awards**
- Adverts on digital screens in the **SUB** and at **The Pā** during Orientation
- Podcast intro or Nexus "shamless plug" social media
- Nexus free advert
- **Wall Planner advert**



WSU Orientation Bags 2025

# Coffee Driven MASTERS

(Now it is time we talk about exclusivity.)

**\$8,000 +GST (ANNUALLY)**

- 24 Full page ads
- One web ad on Nexus rotating sidebar in stories
- Placement of 3000 units in **Orientation week bags**
- 3-Day-sites (non powered unless by arrangement) at **Orientation** and **Reorientation**
- Invitation to a sponsor evening/network event
- Your brand will be associated with an award at **Club Awards**
- Adverts on digital screens in the **SUB** and at **The Pā** during Orientation
- Podcast intro or Nexus "shamless plug" social media
- Nexus free advert
- **Wall Planner advert**



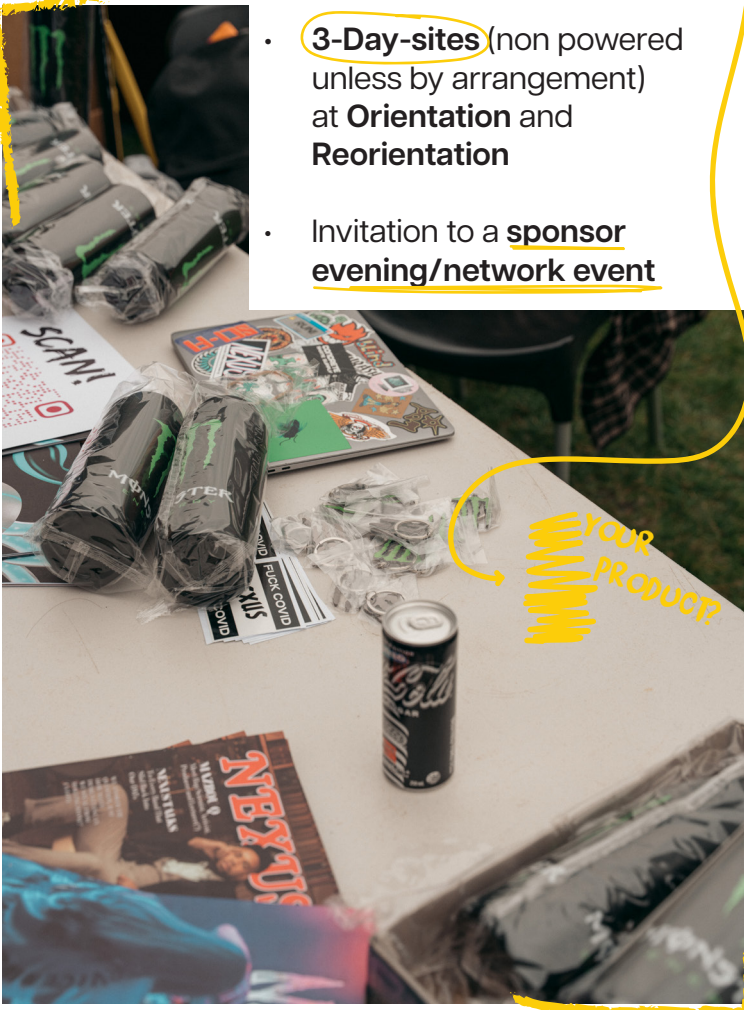
Orientation Week 2025



# Sleep Deprived DOCTORATE

**\$10,000 +GST (ANNUALLY)**

- 24 Back cover page ads
- **One web ad on Nexus** rotating sidebar in stories
- Placement of **3000** units in **Orientation week bags**
- 3-Day-sites (non powered unless by arrangement) at **Orientation** and **Reorientation**
- Invitation to a sponsor evening/network event
- **Your brand** will be associated with an award at **Club Awards**
- Adverts on digital screens in the **SUB** and at **The Pā** during Orientation
- Podcast intro or Nexus "shamless plug" social media
- Nexus free advert
- **Wall Planner advert**
- Logo on Nexus website homepage



Open Day 2025

# Distance LEARNER

**\$1,500 +GST (ANNUALLY)**

*(or \$500 as an add on to an existing package.)*

Could your brand use a day at the beach?

Whether you have an existing package or want to target your message specifically to Tauranga, we can help you.

- Tauranga **Wall Planner Ad** (500 units)
- Placement in Tauranga **bags** (500)
- Advert on Tauranga **Screens**
- **Social Media** Advert
- **Site space** during O'week (by agreement for space)



*Tauranga Ball 2025*



Good Neighbour

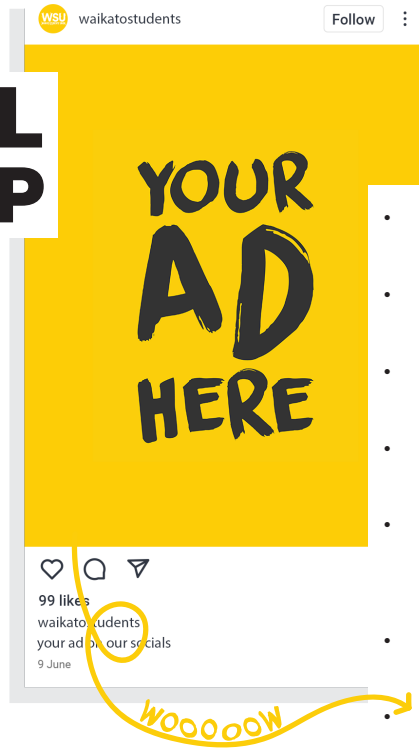


Tauranga Clubhouse



ReOrientation 2025

# CASUAL HOOK UP



- 1/4 Page ad **\$800**
- 1/2 Page ad **\$1000**
- Full page ad **\$12000**
- Site **\$1,000 per day**
- Site (non Orientation) **\$250 per day**
- Bag **\$800**
- Social **\$500**
- Wall Planner Hamilton **\$800**
- Wall Planner Tauranga **\$400**

## CHARITY AND STUDENT RATES

As a charity ourselves, it is hard for the WSU and Nexus to offer a lot of discounts even for students, but we try to anyway. This includes a lot of social media coverage and the occasional free activation spaces on campus where we love to Kaupapa or feel it will enhance the student experience. We are passionate about getting people to vote or trying to look after the planet, even if it means the occasional “flat-earth society” calls us “Woke Stupid Unicorns” (t-shirts coming).

What we can't do is place charitable ads at the expense of paying customers. It is just a commercial luxury that isn't afforded to us. So these placements tend to be on standby or last-minute.

And what we won't do is compromise our integrity at Nexus with paid advertorial or “fake news.” We also won't place your marketing paper ads because if we do it for one of you, then we have to do it for all of you. You are studying marketing or event management, don't be lazy.



Orientation 2025





Reorientation 2025

Musashi Tower



Reorientation 2025

# WSU

WAIKATO STUDENTS' UNION

## Size Guide

### WSU ORIENTATION BAGS

Get your product or voucher into one of our bags in time for Orientation. Having your product in our bags is a great way to reach the student market who are establishing brand loyalties. These bags don't last long, students know how wicked these boxes and their content can be. (For product sample you must supply 3000 items.)

#### Audience:

First year students but available to all students at the University.

#### Distribution:

3000 during Orientation.



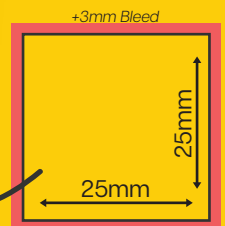
### WALL PLANNER ADS

(Both Sides)



Where your ad will go

Ad size

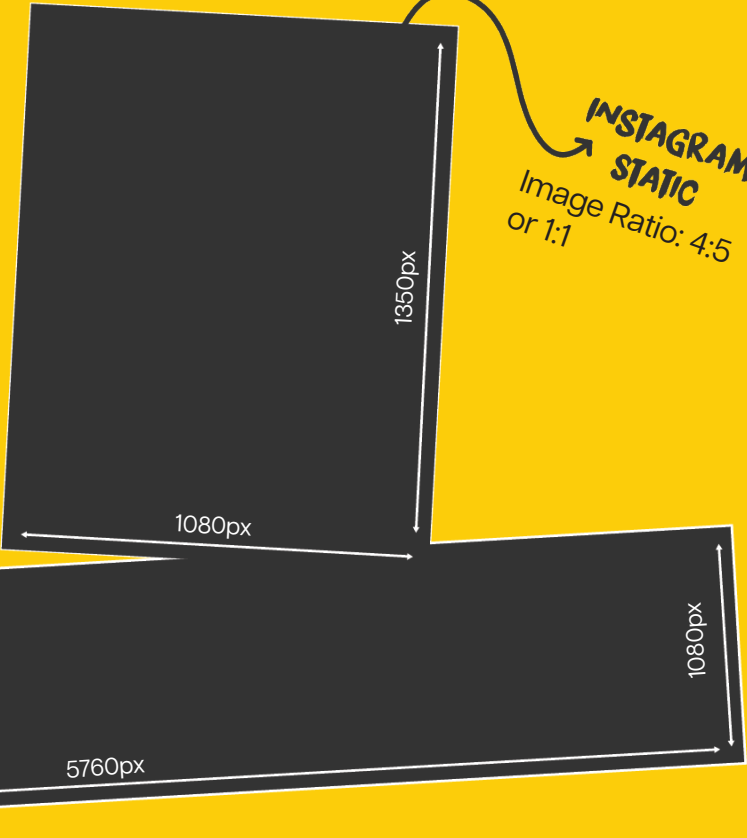




# Digital Ads Size Guide

RGB exported as PNG

**Pā SCREEN**  
is an extremely large screen in our most populated student space.



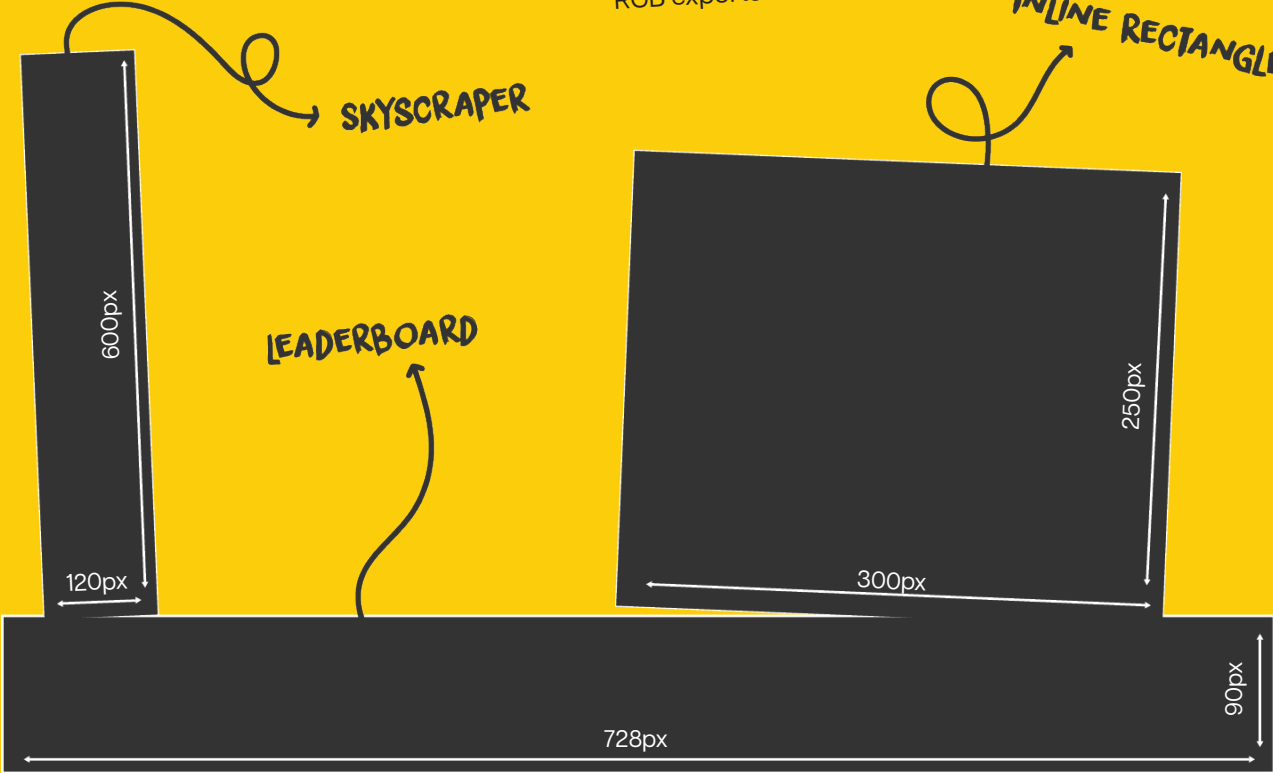
# Web Ads Size Guide

RGB exported as PNG

**LEADERBOARD**

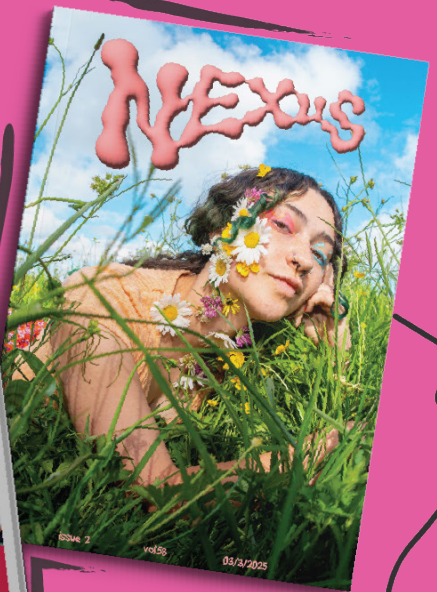
**SKYSCRAPER**

**INLINE RECTANGLE**



# NEXUS

## Size Guide



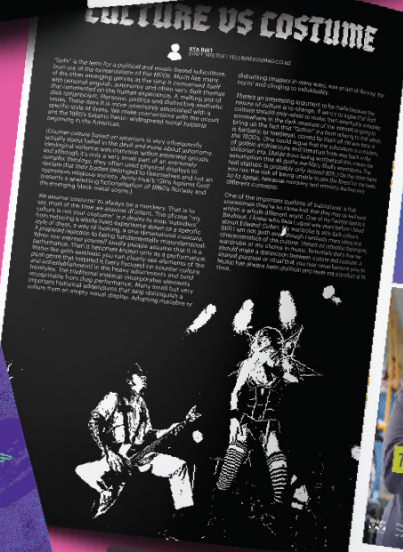
FRONT COVER



FULL PAGE AD



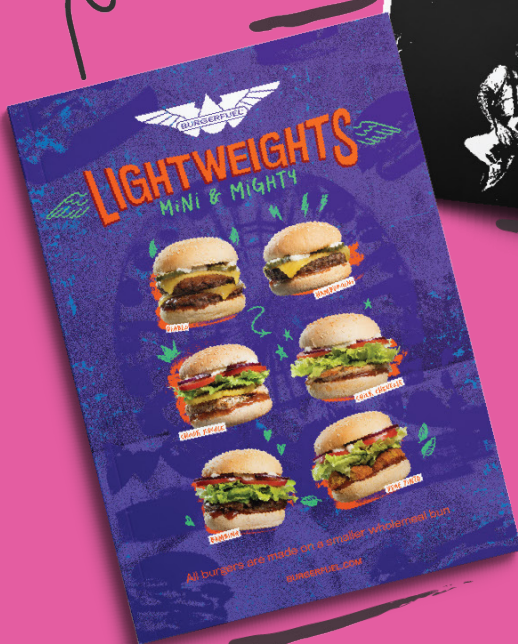
BACK COVER AD



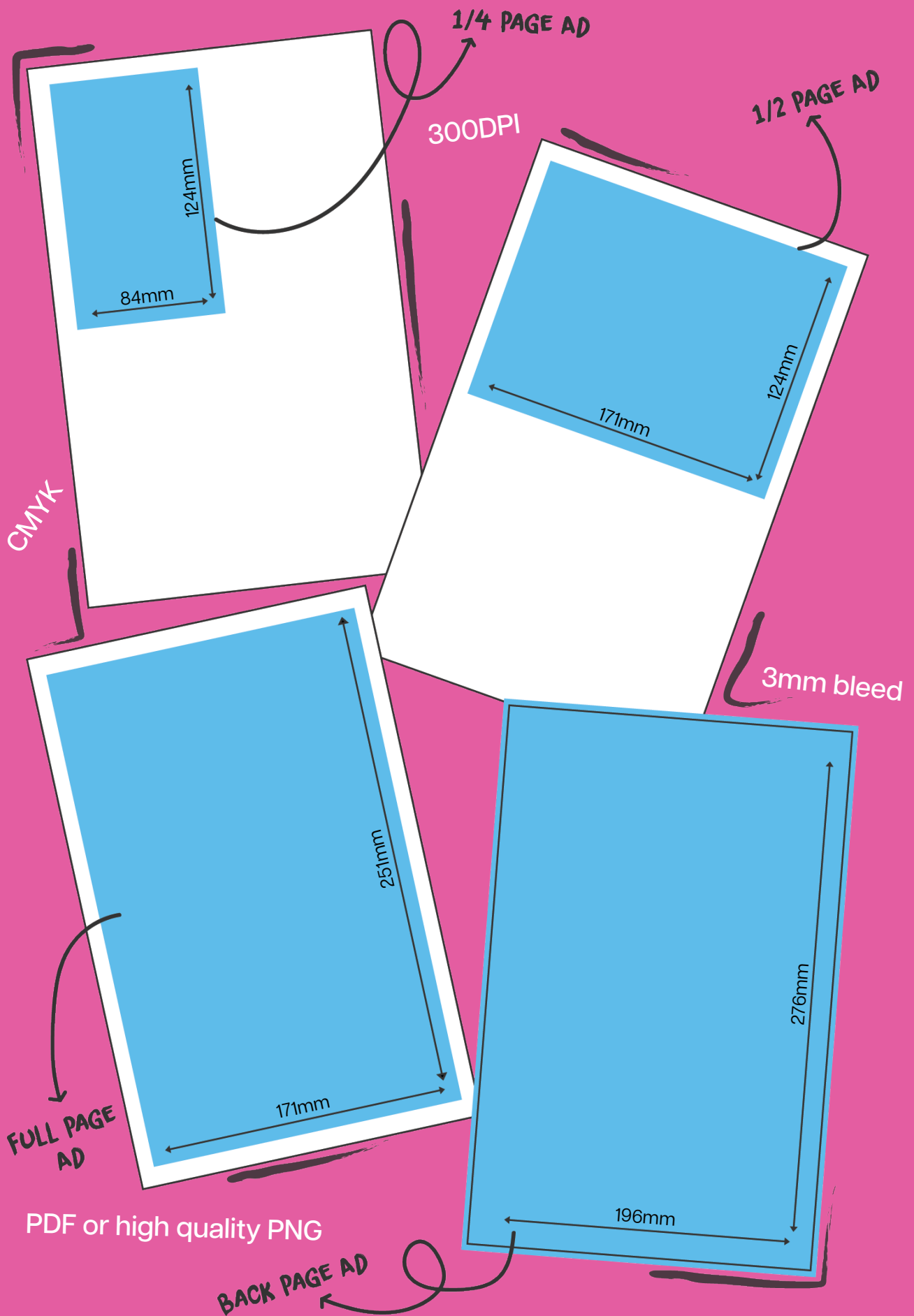
1/4 PAGE AD



1/2 PAGE AD







# IN OUR HANDS

*(The date you need to email your design to us)*

<b>ISSUE 0</b>	Monday 16 <sup>th</sup> February	<b>ORIENTATION WEEK</b>
<b>ISSUE 1</b>	Monday 23 <sup>rd</sup> February	
<b>ISSUE 2</b>	Monday 2 <sup>nd</sup> March	
<b>ISSUE 3</b>	Monday 9 <sup>th</sup> March	
<b>ISSUE 4</b>	Monday 16 <sup>th</sup> March	
<b>ISSUE 5</b>	Monday 23 <sup>rd</sup> March	<b>MID TRIMESTER BREAK</b>
<b>ISSUE 6</b>	Monday 13 <sup>th</sup> April	
<b>ISSUE 7</b>	Monday 20 <sup>th</sup> April	
<b>ISSUE 8</b>	Monday 27 <sup>th</sup> April	
<b>ISSUE 9</b>	Monday 4 <sup>th</sup> May	
<b>ISSUE 10</b>	Monday 11 <sup>th</sup> May	
<b>ISSUE 11</b>	Monday 18 <sup>th</sup> May	
<b>ISSUE 12</b>	Monday 25 <sup>th</sup> May	<b>LAST WEEK BEFORE STUDY BREAK</b>
<b>ISSUE 13</b>	Monday 6 <sup>th</sup> July	<b>REORIENTATION</b>
<b>ISSUE 14</b>	Monday 13 <sup>th</sup> July	
<b>ISSUE 15</b>	Monday 20 <sup>th</sup> July	
<b>ISSUE 16</b>	Monday 27 <sup>th</sup> July	
<b>ISSUE 17</b>	Monday 3 <sup>rd</sup> August	
<b>ISSUE 18</b>	Monday 10 <sup>th</sup> August	
<b>ISSUE 19</b>	Monday 31 <sup>st</sup> August	<b>ART ISSUE AND MID TRIMESTER BREAK</b>
<b>ISSUE 20</b>	Monday 7 <sup>th</sup> September	<b>NUKUTAWHITI (LIMITED ADS)</b>
<b>ISSUE 21</b>	Monday 14 <sup>th</sup> September	
<b>ISSUE 22</b>	Monday 21 <sup>st</sup> September	
<b>ISSUE 23</b>	Monday 28 <sup>th</sup> September	
<b>ISSUE 24</b>	Monday 5 <sup>th</sup> October	



# ON THE STANDS

(The date the issue comes out)

PLUS ON THE WEBSITE

## SEMESTER A

## SEMESTER B

<b>ISSUE 0</b>	Monday 23 <sup>rd</sup> February - Sunday 1 <sup>st</sup> March		
<b>ISSUE 1</b>	Monday 2 <sup>nd</sup> March - Sunday 8 <sup>th</sup> March	<b>ISSUE 13</b>	Monday 13 <sup>th</sup> July - Sunday 19 <sup>th</sup> July
<b>ISSUE 2</b>	Monday 9 <sup>th</sup> March - Sunday 15 <sup>th</sup> March	<b>ISSUE 14</b>	Monday 20 <sup>th</sup> July - Sunday 26 <sup>th</sup> July
<b>ISSUE 3</b>	Monday 16 <sup>th</sup> March - Sunday 22 <sup>nd</sup> March	<b>ISSUE 15</b>	Monday 27 <sup>th</sup> July - Sunday 2 <sup>nd</sup> August
<b>ISSUE 4</b>	Monday 23 <sup>rd</sup> March - Sunday 29 <sup>th</sup> March	<b>ISSUE 16</b>	Monday 3 <sup>rd</sup> August - Sunday 9 <sup>th</sup> August
<b>ISSUE 5</b>	Monday 30 <sup>th</sup> March - Sunday 5 <sup>th</sup> April	<b>ISSUE 17</b>	Monday 10 <sup>th</sup> August - Sunday 16 <sup>th</sup> August
<b>ISSUE 6</b>	Monday 20 <sup>th</sup> April - Sunday 26 <sup>th</sup> April	<b>ISSUE 18</b>	Monday 17 <sup>th</sup> August - Sunday 23 <sup>rd</sup> August
<b>ISSUE 7</b>	Tuesday 28 <sup>th</sup> April - Sunday 3 <sup>rd</sup> May	<b>ISSUE 19</b>	Monday 7 <sup>th</sup> September - Sunday 13 <sup>th</sup> September
<b>ISSUE 8</b>	Monday 4 <sup>th</sup> May - Sunday 10 <sup>th</sup> May	<b>ISSUE 20</b>	Monday 14 <sup>th</sup> September - Sunday 20 <sup>th</sup> September
<b>ISSUE 9</b>	Monday 11 <sup>th</sup> May - Sunday 17 <sup>th</sup> May	<b>ISSUE 21</b>	Monday 21 <sup>th</sup> September - Sunday 27 <sup>th</sup> September
<b>ISSUE 10</b>	Monday 18 <sup>th</sup> May - Sunday 24 <sup>th</sup> May	<b>ISSUE 22</b>	Monday 28 <sup>th</sup> September - Sunday 4 <sup>th</sup> October
<b>ISSUE 11</b>	Monday 25 <sup>th</sup> May - Sunday 31 <sup>st</sup> May	<b>ISSUE 23</b>	Monday 5 <sup>th</sup> October - Sunday 11 <sup>th</sup> October
<b>ISSUE 12</b>	Tuesday 2 <sup>nd</sup> June - Sunday 7 <sup>th</sup> June	<b>ISSUE 24</b>	Monday 12 <sup>th</sup> October - Sunday 18 <sup>th</sup> October

# GLOSSARY

## WSU & Nexus Advertising Glossary

### WSU

The Waikato Students' Union. It is important to note that the WSU is an entity independent from the University but responsible for activations and events, as well as providing a social safety net to students.

### NEXUS

Nexus has been around for almost sixty years as the "by Students for Students" magazine at the University of Waikato. Published by the WSU but with editorial autonomy, the multi-award winning Nexus is the most read brand on campus.

### WSU Wall Planner

The WSU Wall Planner is distributed to **2,500 students** across the Hamilton and Tauranga campuses. Your advert will feature on one of the two sides (Trimester One or Trimester Two).

### Nexus Free Ad

A free ad space provided by Nexus **outside of our contracted commitment**. This is designed as a content piece, not a traditional display advert. These are labelled "Nexus Free

Ad" inside the magazine.

### Nexus Shameless Plug

A theatrical or comedic video plug created by Nexus for a client. It is intentionally obvious, fun, and designed to highlight your brand in a humorous way.

### Orientation Week Bags

WSU-branded **paper promo bags** given out to students at various campus events. Ideal for flyers, vouchers, snacks, and small merchandise.

### 3x3m Site

A **3m x 3m activation site** on the Village Green or by the Pā. You must supply your own **marquee, table, or seating** unless otherwise arranged.

## Technical Delivery Requirements

### PDF/PNG

Preferred formats for artwork:

- We prefer **high-resolution PDF exports**
- Ensure **all images are linked**
- PNG is accepted for digital and screen-based content

### DPI (Dots Per Inch)

All print artwork must be supplied at **300 DPI** to ensure

clarity and consistent print quality.

### CMYK/RGB

RGB: Required for digital content (social media, web, digital displays).

- **CMYK:** Required for any **print-based content** (Nexus Magazine, posters, wall-planner, on-campus print)
- **RGB:** Required for **digital content** (social media, web, digital displays)

### WAV Audio Files

All podcast or audio production must be supplied in **WAV format** for best quality.

## Additional Glossary Items

### Posters Around Campus

We can print your posters and distribute them around campus, or you can supply your own posters and we'll put them up for you. Posters are placed in high-traffic student areas.

### Photos of You on Campus

As an advertising client, we'll take **photos of you or your team on campus** as part of your promotion.

- These are shared across our social media platforms
- We will tag your brand



- You're welcome to request copies at any time

## Study Week

The week where most students **aren't on campus** as they prepare for exams. Foot traffic is low, so we will notify you in advance so you can time your ads or adjust your messaging to better reach students.

## Nukutawhiti

Our annual **Te Reo Māori** issue hosted either in te wiki o te reo Māori or the Kingitanga week.

- Advertising space is **limited**
- We are more selective with what ads we include
- Priority is given to ads aligned with **cultural kaupapa and sensitivity**
- This issue fills quickly - booking early is recommended

## Bleed & Safe Zone

- Include a **3mm bleed** on all print files
- Keep all text/logos **6mm inside the safe zone** to avoid trimming issues

## Aspect Ratio

Please size digital/video content correctly:

- **Vertical:** 2160px (width) x 3840px (height)
- **Horizontal:** 3840px (width) x

- 2160px (height)
- **Social Square:** 1080px (width) x 1080px (height)
- **Social Portrait:** 1080px (width) x 1350px (height)
- **Pā Screen:** 5760px (width) x 1080px (height)
- **Reels:** 1080px (width) x 1920px (height)

## File Naming Convention

Use clear naming for supplied files, e.g.: **ClientName\_CampaignName\_Size\_Date.pdf**

## Supplied Assets (Logos / Images)

Please provide:

- **High-resolution images** (minimum 2000px or 300 DPI for print)
- **Vector Logos** (SVG, AI, or EPS preferred)
- No screenshots or low-resolution images

## Social Copy Length

Social platforms have character limits. Long copy may be edited or shortened by Nexus or the WSU for clarity and fit.

album, the Village Green is our high-traffic outdoor student area where most large-scale events occur – markets, activations, club expos, and Orientation events. Ideal for marquees, games, sampling, and brand activations.

## The Pā

The Pā is the newest addition to our campus and the nicest. This large-scale indoor expo centre and hub for campus food has hosted everything from graduations to economics forums. The Pā usually serves as the home for Reorientation as the larger covered causeway creates an iconic boardwalk-style activation space.

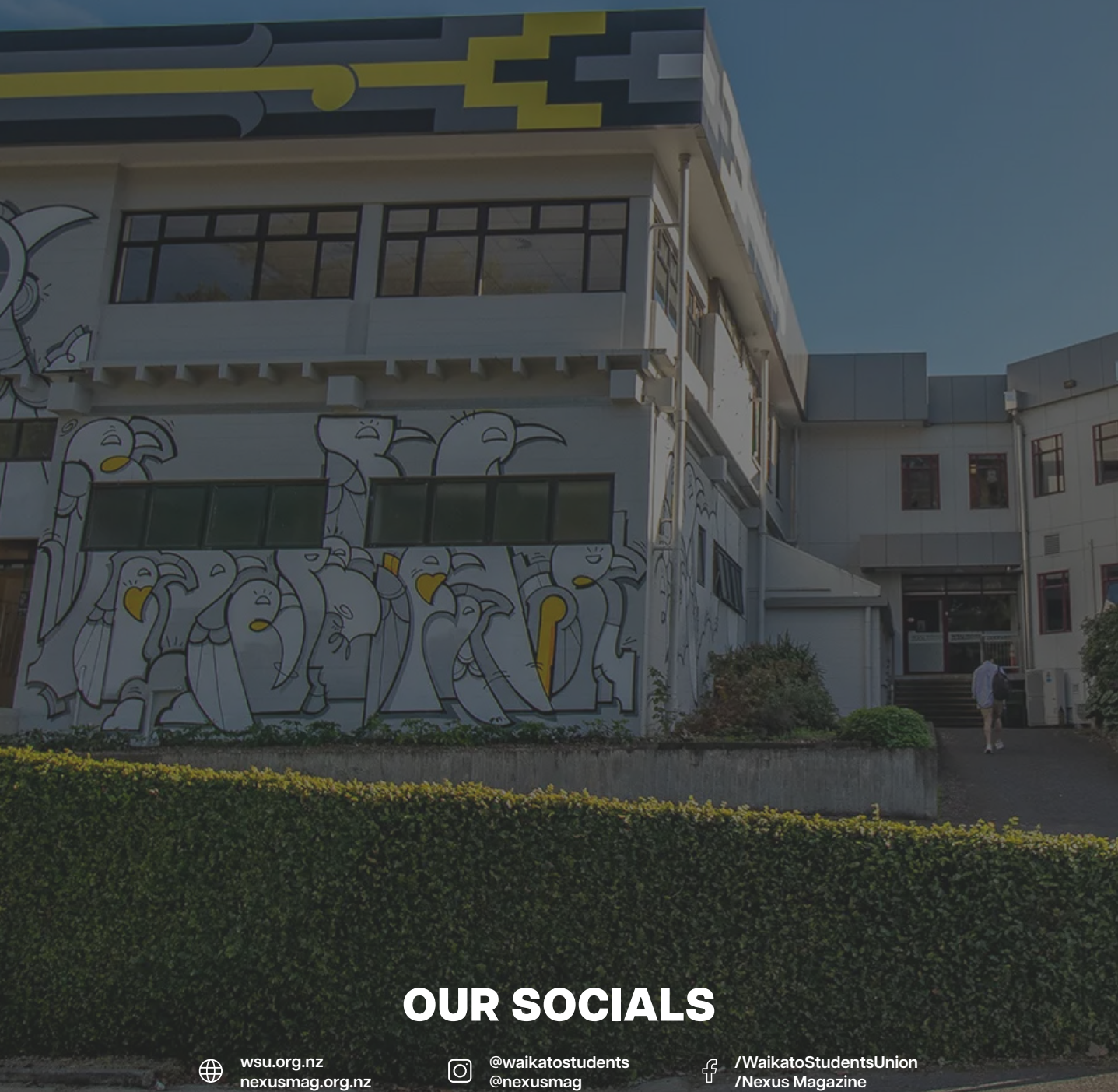
## The Tauranga Campus

Even educational institutions need a family batch for long weekends. At least that is what we thought it would be, but the Tauranga Campus, like the city itself, is going from strength to strength, and the demographics that initially skewed older than its Hamilton Counterpart have recently course-corrected. As the University grows, Tauranga becomes an increasingly important part of the Community, and the WSU has put more resources into each year's unique campus Orientation Experience.

# Our Spaces

## The Green:

Named after an obscure 60s



## OUR SOCIALS



[wsu.org.nz](http://wsu.org.nz)  
[nexusmag.org.nz](http://nexusmag.org.nz)



[@waikatostudents](https://www.instagram.com/waikatostudents)  
[@nexusmag](https://www.instagram.com/nexusmag)



[/WaikatoStudentsUnion](https://www.facebook.com/WaikatoStudentsUnion)  
[/Nexus Magazine](https://www.facebook.com/NexusMagazine)

Waikato Students' Union, University of Waikato, Gate 1,  
Student Union Building (SUB), 3216 Hillcrest, Hamilton