LEARNER STRUGGLES IN 2020:
Teaching tools 
for future schools

How to prepare 
school leavers
for this economy

Handling suicide & grief
Teachers don’t 
feel equipped
School News is the definitive guide for the education industry providing a valuable and informative resource for decision makers in Primary, Secondary and Intermediate Schools throughout Australia.

The print and digital edition is delivered directly, on a quarterly basis, to over 17,200 key decision makers including principals, property managers, curriculum leaders, student advisors and purchasing officers.

School News covers a wide range of topics encompassing all aspects of education management. It is designed to provide a mix of news, views, ideas and information of real use and interest to professionals in the field.

Advertising in School News provides an opportunity to engage with our readership, the key decision makers, through valuable editorial which compliments your advertising message. This winning combination provides tangible information to our readers to make informed purchasing decisions.

Each of our information sections align with the structure of a School; it is this structure that makes School News a leader in the education industry B2B journals.

For over five years we have been trusted as a leading industry magazine keeping key decision makers well informed when running their school.
**Rates + Requirements**

**Display Advertising**

<table>
<thead>
<tr>
<th>Size</th>
<th>Term x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>680</td>
<td>640</td>
<td>620</td>
<td>580</td>
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<tr>
<td>1/4 Page</td>
<td>1,180</td>
<td>1,120</td>
<td>1,060</td>
<td>1,000</td>
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<tr>
<td>1/2 Page</td>
<td>1,940</td>
<td>1,840</td>
<td>1,740</td>
<td>1,660</td>
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<tr>
<td>1 Page</td>
<td>3,560</td>
<td>3,380</td>
<td>3,200</td>
<td>3,020</td>
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<tr>
<td>2 Page</td>
<td>5,780</td>
<td>5,500</td>
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**Special Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Term x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
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</thead>
<tbody>
<tr>
<td>Front Cover Ad Strip</td>
<td>1,500</td>
<td>1,425</td>
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</tr>
<tr>
<td>Back Cover</td>
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<td>4,560</td>
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<tr>
<td>Inside Cover</td>
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<td>4,220</td>
<td>4,000</td>
<td>3,770</td>
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<tr>
<td>Inside Cover Spread (2 Page)</td>
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<td>5,770</td>
<td>5,460</td>
<td>5,160</td>
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<tr>
<td>Front Cover Sponsorship Package*</td>
<td>9,000</td>
<td>8,550</td>
<td>7,690</td>
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* Includes Front Cover Branding Image and text + Bonus 2 page Profile Advert (Value $5,120)

**Profile Advertising**

<table>
<thead>
<tr>
<th>Half display and half advertorial space</th>
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<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page (1/4 Page Ad + 200 Words)</td>
<td>1,640</td>
<td>1,550</td>
<td>1,470</td>
<td>1,390</td>
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<tr>
<td>1 Page (1/2 Page Ad + 350 Words + 1 Images)</td>
<td>3,020</td>
<td>2,860</td>
<td>2,710</td>
<td>2,560</td>
</tr>
<tr>
<td>2 Page (1 Page Ad + 750 Words + 2 Images)</td>
<td>4,910</td>
<td>4,660</td>
<td>4,410</td>
<td>4,170</td>
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</table>

**Inserts**

<table>
<thead>
<tr>
<th>State Wide Only per 1000 (max 350gsm)</th>
<th>Regional</th>
<th>Full</th>
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</thead>
<tbody>
<tr>
<td>DL</td>
<td>460</td>
<td>4,600</td>
</tr>
<tr>
<td>A4</td>
<td>520</td>
<td>5,500</td>
</tr>
<tr>
<td>A3 (maximum flat A4)</td>
<td>650</td>
<td>6,500</td>
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</table>

**File specifications:**

**Files supplied as Indesign, Photoshop, Illustrator, PDF, EPS, TIFF & JPEG.**

All images CMYK at 300dpi with all relevant fonts and images included with file. You must specify CMYK/PMS colour codes when supplying hard copy of logos, etc for exact colour reproduction.

Please supply artwork in the above file formats, any supplied materials outside these formats will be used as a visual guide only.

For further information and advice contact the production department on 07 5440 5322 or speak to your Advertising Coordinator.

**Agency commission & terms:**

Ten percent (10%) of gross billing on space, position premiums and colour charges only to recognised agencies. Commission rescinded if payment not received within 45 days from invoice.

Terms: Net 45 days. Interest penalty of 2%, compounded monthly, will be added to balances due after 45 days. No cash discount. The publisher holds both advertiser and its agency jointly liable for balances due.
## 2021 Deadlines

### Term 1, 2021
- **Final Booking Deadline:** 5th February 2021
- **Final Artwork Approval Deadline:** 12th February 2021
- **Magazine Release:** Early March 2021

### Term 2, 2021
- **Final Booking Deadline:** 7th May 2021
- **Final Artwork Approval Deadline:** 14th May 2021
- **Magazine Release:** Early June 2021

### Term 3, 2021
- **Final Booking Deadline:** 23rd July 2021
- **Final Artwork Approval Deadline:** 30th July 2021
- **Magazine Release:** August 2021

### Term 4, 2021
- **Final Booking Deadline:** 15th October 2021
- **Final Artwork Approval Deadline:** 22nd October 2021
- **Magazine Release:** November 2021

### Term 1, 2022
- **Final Booking Deadline:** 4th February 2022
- **Final Artwork Approval Deadline:** 11th February 2022
- **Magazine Release:** Early March 2022

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Please note that these dates may change without notice, and are indicative guide only.
Features for 2021

TERM ONE
- STEM Education and Resources
- Career Guidance
- School Fundraising
- Dyslexia
- Innovative Learning Spaces
- Nature Playgrounds
- Classroom Acoustics
- Theatre & Musicals

TERM TWO
- School Library Refurbishment
- Choosing the Right Maths Programme
- Anti Bullying – Creating a Safe School Environment
- Sports Surface Upgrades/Refurbishment
- Interactive Classrooms

TERM THREE
- Laser Technology
- Teaching Aids for Special Education
- School IP and Paging Systems
- Teacher and Student Wellbeing
- Playgrounds
- School Management Systems
- Flexible Seating Options

TERM FOUR
- Tools for Literacy Education
- External Learning for 2021
- Mowers and Tractors
- Upskilling/PD
- School Security
- Sport Hall Acoustics
- The Smart Classroom

REGULAR TOPICS

Education
Literacy, anti-bullying, dyslexia, maths programmes.
We also invite principals to contribute an article to identify how they have influenced their school.

Administration
This section covers budgeting, reporting, innovative classroom design and library management systems – we speak to leading industry experts.

Technology
In an ever increasing fast paced slice of the education sector, we feature products and services that are needed to prepare students for the modern workforce.

Teaching Resources
Keeping principals and teachers informed of valuable resources than can be used to engage students in the classroom.

Teacher’s Desk
From health and wellbeing to professional development and training – we keep up to date with the opportunities available in this area.

External Learning
External learning covers, school camps, community service, outdoor learning programmes, arts and drama as well as in school visits.

Sport & Recreation
With so much emphasis on the benefits of students getting regular exercise we keep abreast of the programmes & equipment.

Health & Safety
Whether it’s first aid training, defibrillators, protecting schools from vandalism or managing school visitors, we provide key information.

Food & Beverage
Healthy food education and choices benefit the whole school community. We include informative solutions.

Property
From solar, composting to grounds maintenance, flooring solutions and everything in between. We look at key purchasing considerations.
school-news.com.au is the definitive industry portal for education professionals providing informed and relevant editorial to 8,200+ education industry professionals.

School News keeps our readers informed by regularly delivering the latest education industry news, specialist articles, school profiles, product releases, and product profiles via the website, weekly digital newsletter and social media channels.
### Website Statistics

**Average Unique Visitors Per Month:**
14,063

**Average Page Views Per Month:**
20,297

**Active Newsletter Subscribers:**
8,225

**Average Newsletter CTR (% of opens):**
25.32%

**Average Newsletter Open Rate:**
15.60%

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**Visitor Breakdown by State**

- NSW: 37.27%
- QLD: 16.41%
- VIC: 29.15%
- WA: 7.99%
- SA: 5.86%
- ACT: 1.95%
- TAS: 0.89%
- NT: 0.48%

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*Google Analytics reports available on request*
**EDM Package includes:**

1x EDM blast to 8,200+ education industry professionals throughout Australia, panel banner 300x250 on SchoolNews website and newsletter for 4 weeks.

Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter.

**Plus** 50,000 off-network impressions (300x250 banner).

**EDM sends limited to only 4 per month**

**Total Package**

$5,000 excl. GST

**EDM Only** $2,500 excl. GST

**Average EDM Open Rates:**

18%

**Average EDM CTR** (% of opens): 4.47%
New product to launch? Huge announcement to make? Why not takeover our website for a month with this high impact takeover.

Give your students an exciting fresh start for 2021

Takeover package includes:

- **HomePage Skins**
  - Left, right & above the masthead

- **728x90 Title Banner**
  - Also appearing on the newsletter

- **300x250 Panel Banner**
  - Also appearing on the newsletter

Package Cost: $4,000 ex GST (Valued at $6,700 ex GST)
**Email + Website Front Page**

Includes banner on minimum four email newsletters per month.

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
<td>400x51</td>
<td>1400</td>
<td>1330</td>
<td>1260</td>
<td>1120</td>
<td>980</td>
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<tr>
<td>Title</td>
<td>600x74</td>
<td>2450</td>
<td>2330</td>
<td>2205</td>
<td>1960</td>
<td>1715</td>
</tr>
<tr>
<td>Panel</td>
<td>300x250</td>
<td>1250</td>
<td>1190</td>
<td>1125</td>
<td>1000</td>
<td>875</td>
</tr>
</tbody>
</table>

**Website Only**

Includes web banner placement on front page.

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Panel Banner</td>
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<td>1450</td>
<td>1375</td>
<td>1300</td>
<td>1150</td>
<td>1010</td>
</tr>
<tr>
<td>Panel Banner</td>
<td>300x250</td>
<td>875</td>
<td>830</td>
<td>785</td>
<td>700</td>
<td>610</td>
</tr>
<tr>
<td>Mid Article Banner</td>
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<td>950</td>
<td>900</td>
<td>800</td>
<td>700</td>
</tr>
<tr>
<td>Homepage Skins Left &amp; Right</td>
<td>Custom</td>
<td>750</td>
<td>710</td>
<td>675</td>
<td>600</td>
<td>525</td>
</tr>
</tbody>
</table>

**Production Charges**

For Artwork Included (Max 2 client corrections)

- No Charge

Additional Changes

- 120/hour

Advertorial (200 words)

- 120

Advertorial (400 words)

- 200

Advertorial (800 words)

- 360
Get the edge with our platform...

Showcasing your products and services in our "Supplier News" section of the website, has never been easier and offers advertisers the platform to promote their products or services to an ever increasing base of site visitors.

From the simplest of products to the most complex services on offer, this integrated content solution facilitates the advertising with ease.

<table>
<thead>
<tr>
<th>Product &amp; Supplier Profiles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes brochure advertorial web page in our Supplier News section.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier/Product Profile (Up to 800 words + 4 images)</td>
<td>750</td>
<td>715</td>
<td>675</td>
<td>600</td>
<td>525</td>
</tr>
<tr>
<td>Supplier/Product Profile + Weekly Newsletter</td>
<td>900</td>
<td>855</td>
<td>810</td>
<td>720</td>
<td>630</td>
</tr>
</tbody>
</table>
How does off network marketing work?

School News, uses advanced pixel technology to track unique users that visit our website on a monthly basis to allow retargeting of these users on high reach Google partner websites outside of our own network. These ads specifically target these users and influence this highly sought after B2B audience through display ads in prominent positions on high reach Google partner websites.

Remarketing is a very powerful advertising tool as it builds reach & frequency and in turn qualified leads for your business.

What is included?

A 1 x month campaign with 50,000 impressions included. Readers will be served with a 300x250 or a 728x90 banner.

Package Cost: $1,500 ex GST
AccomNews

AccomNews remains unrivalled as Australia’s premier product and service guide for the Australian accommodation industry. The print and digital edition of AccomNews is delivered directly, on a quarterly basis, to over 14,500 owners, managers and key personnel in hotel, motel, resort, apartment and holiday park properties throughout Australia.

www.accomnews.com.au

School News, New Zealand

The print and digital edition of School News is delivered to over 7700 education industry professionals at primary and secondary schools throughout New Zealand. The reader demographic is principals, head of departments, property managers, purchasing officers & student advisors (the decision makers!)

www.schoolnews.co.nz

AccomProperties

AccomProperties is the fastest growing website for buying and selling Management Rights, Motels, Hotels and Caravan Parks in Australia.

We currently have just over 900 listings for sale on the website and are continuing to grow.

www.accomproperties.com.au