

schoolnews

Digital Media Kit



school-news.com.au is the definitive guide for education professionals, with a digital newsletter distributed weekly to over 9,000+ education industry professionals



Readers of School News are the key decision makers; ranging from principals, property managers, curriculum leaders, student advisors and purchasing officers.



School News provides **informed and relevant editorial** and is an invaluable resource to anyone involved in the education industry.



The no.1 online resource for education industry professionals.

Rates & Material Requirements

Email & Website HomePage + Run of Site

Banners	Size	x1	x2	x3	x6	x12
Title	728x90	2450	2330	2205	1960	1715
Header	468 x 60	1400	1330	1260	1120	980
Panel	300x250	1250	1190	1125	1000	875

Website Only

Banners	Size	x1	x2	x3	x6	x12
Panel	300 x 250	875	830	785	700	610
Large Panel	300x500	1450	1375	1300	1150	1010
Off Network Targeted* (50,000 Impressions)	300x250 / 728x90	1600	1520	1440	1280	1120
Mid Article Panel Banner* (20,000 Impressions by section)	300x250	1000	950	900	800	700
HomePage Skins Left & Right (1 Week only)	Custom	750 Per Week	710 Per Week	675 Per Week	600 Per Week	525 Per Week

*Off Network Targeted banners deliver banners to school-news users on other websites they visit based on the content they view on school-news.com.au – An example of this is when a user views an article in the Teaching Resources section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

* Mid Article Panel Banners target specific section articles, appearing mid article - *Example only External Learning articles*

Electronic Direct Marketing Package

EDM sends limited to only 2 per month

1x EDM blast to 9,000+ education industry professionals throughout Australia, panel banner 300 x 250 on School News 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)

Total Package \$5,000 excl. GST

Supplier News

	x1	x2	x3	x6	x12
Supplier/Product Profile (Up to 800 words + 4 images)	750	715	675	600	525
Supplier/Product Profile + Weekly Newsletter	900	855	810	720	630

Regular Sections:

- News
- Education
- Administration
- Health & Safety
- Sports & Recreation
- External Learning
- Teaching Resources
- Food & Beverage
- What's Hot
- Property
- Profiles

Material Requirements

Banner Specifications:

All banners are in 'pixels' at 72dpi. Maximum file size of all banners is 120kb. Hyperlinks to be supplied with banner files. Files can be supplied as GIF, JPG, or HTML5. (only GIF/JPG can be used for newsletter and animation of banners subject to client email capability). Banners may be compressed to reduce size if required.



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Note: All prices are per month unless otherwise stated and are excluding GST. Agency commission terms & conditions apply. E&OE