Education Views is the Department of Education, Training and Employment's official online publication and has been published electronically since 2009 so all staff can access up-to-the-minute education news and information when, and where, they want it.

Why advertise in Education Views Online?

Education Views is a well known and highly respected brand within the education community and is regularly updated, with new articles published every week. Frequent updates of the news section ensure that the site remains fresh and encourages repeat usage.

In addition, an eNewsletter, which promotes new stories on the site, is emailed each month to a growing distribution list of more than 5200 (as at August 2013). The newsletter contains one advertising space.

Education Views continues to grow with on average 15 000 unique visitors per month to the website, the majority being educators.

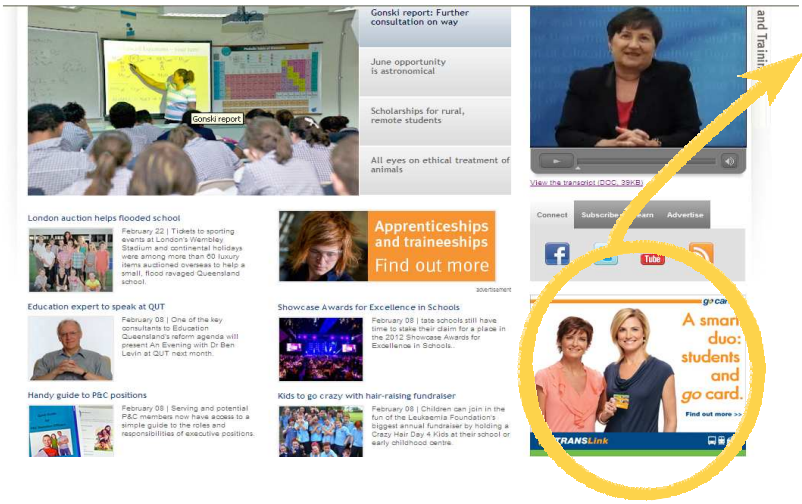
The department has set very generous advertising rates for *Education Views* and encourages advertisers to consider this site as part of their advertising and marketing efforts.

Contact

To enquire about *Education Views* advertising opportunities, please contact:

Ms Tara Newbury
Phone: 07 3405 8503
Email: tara.newbury@dete.qld.gov.au

Size A



Size A specifications

- 285 x 230 pixels
- Max of four ads randomly served per ad space
- JPG for non-animated ad. SWF with a max of three rotations per ad if animated
- Max file size 100k

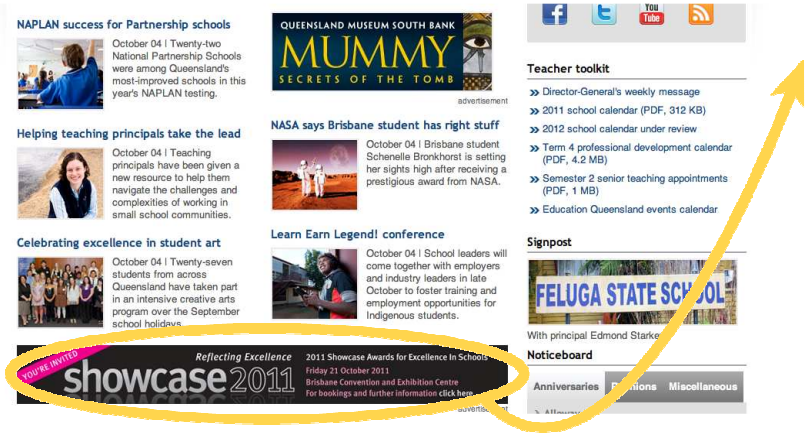
Advertising rate

- $415 per month (inc GST). Ad appears on Home, Galleries and Archives pages

Copy deadline

- 7 working days prior upload

Size B



Size B specifications

- 675 x 80 pixels
- Max of four ads randomly served per ad space
- JPG for non-animated ad. SWF with a max of three rotations per ad if animated
- Max file size 100k

Advertising rate:

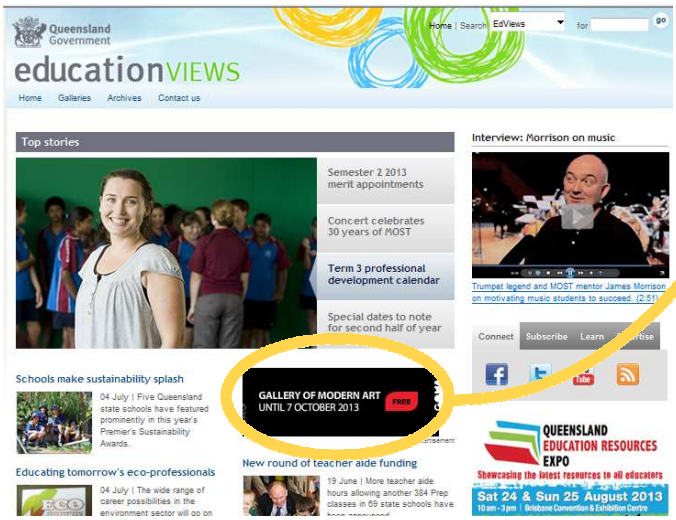
- $240 per month (inc GST)

Copy deadline

- 7 working days prior upload

Queensland Government

Size C



Size C specifications

- 285 x 100 pixels
- Max of four ads randomly served per ad space
- JPG for non-animated ad. SWF with a max of three rotations per ad if animated
- Max file size 100k

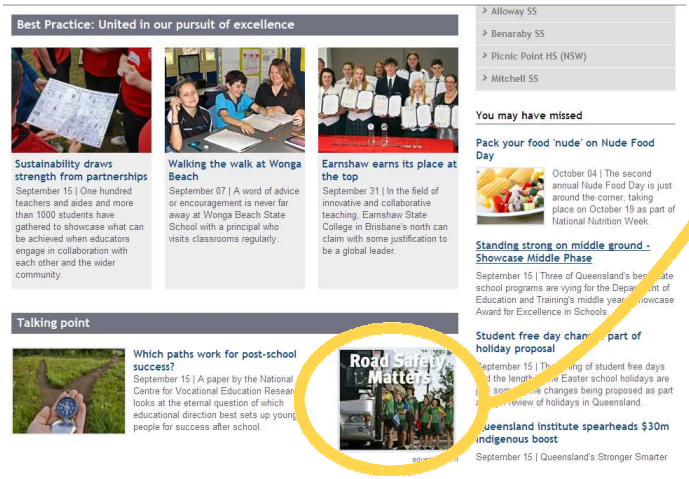
Advertising rate:

- $185 per month (inc GST)

Copy deadline

7 working days prior upload

Size D



Size D specifications

- 170 x 150 pixels
- Max of four ads randomly served per space
- JPG for non-animated ad. SWF with a max of three rotations per ad if animated
- Max file size 100k

Advertising rate:

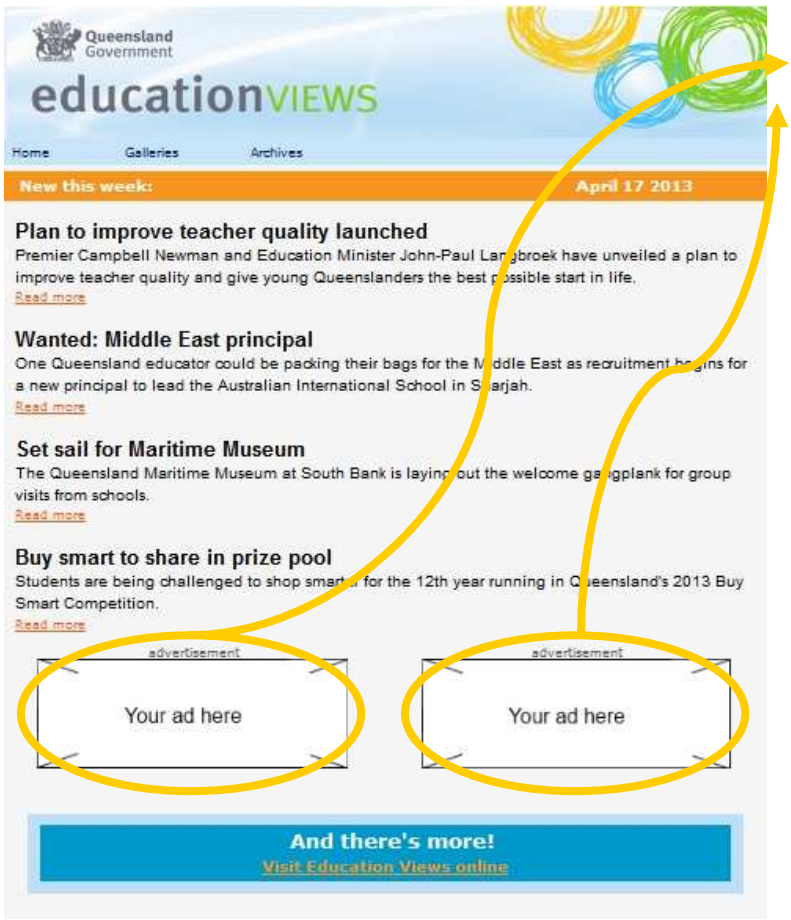
- $90 per month (inc GST)

Copy deadline

- 7 working days prior upload

Queensland Government

eNewsletter



eNewsletter package

- 285 x 100 pixels
- Two ads available per eNewsletter
- JPG only for eNewsletter
- Max file size 100k
- eNewsletter distributed weekly
- Ads booked on a monthly basis

Advertising rate:

- $590 (inc GST) for one ad in each eNewsletter for the month of booking + Size C ad placement for one month. The Size C can be a jpeg non-animated ad or SWF with a max of three rotations per ad if animated

Copy deadline

- 23rd of month preceding publication

Queensland Government