

education VIEWS

clever • skilled • creative

Education Views is the Department of Education and Training'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 5000 (as at February 2012). The newsletter contains one advertising space.

While site traffic is moderate, it continues to grow each month. In February 2012, there were more than 20 000 unique visits to the website. However, traffic is highly segmented with the majority of visitors being teachers and 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 Jennifer Douglas

Phone: 07 3227 7323

Email: educationviews@deta.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

- \$400 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:

- \$230 per month (inc GST)

Copy deadline

- 7 working days prior upload

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:

- \$175 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:

- \$85 per month (inc GST)

Copy deadline

- 7 working days prior upload

eNewsletter



eNewsletter

- 285 x 100 pixels
- One ad only per eNewsletter
- JPG only for eNewsletter
- Max file size 100k

Advertising rate:

- \$570 (inc GST) for one newsletter edition + 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