

# schoolnews

## Digital Media Kit



**schoolnews.co.nz** is the definitive guide for education professionals, with a digital newsletter distributed weekly to over 2,500+ 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	1450	1375	1300	1150	1000
Header	468x60	850	800	750	650	595
Panel	300x250	750	710	675	600	525

### Website Only

Banners	Size	x1	x2	x3	x6	x12
Panel	300x250	525	500	470	420	360
Large Panel	300x500	850	800	760	680	590
Off Network Targeted* (50,000 Impressions)	300x250 / 728x90	950	900	850	760	660
Mid Article Panel Banner* (20,000 Impressions by section)	300x250	600	570	540	480	420
HomePage Skins Left & Right (1 Week only)	Custom	450 Per Week	425 Per Week	400 Per Week	360 Per Week	310 Per Week

\*Off Network Targeted banners deliver banners to school-news users on other websites they visit based on the content they view on schoolnews.co.nz – 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 2,500+ education industry professionals throughout New Zealand, panel banner 300x250 on the 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 \$3,000 excl. GST**

### Supplier News

	x1	x2	x3	x6	x12
Supplier/Product Profile (Up to 800 words + 4 images)	450	420	400	360	310
Supplier/Product Profile + Weekly Newsletter	550	510	490	440	380

### 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