

## **Advertising Packages & Rates**

**2011-2012**

(All prices include GST)

### ***Our Target Audience***

- 9,000 primary and secondary schools.
- 1.3 million secondary school students.
- 250,000 Australian teachers.
- 22 million Australians, whose future is in the Asian region.

### ***Features of AsiaLiteracy.org.au***

- High growth organisation, with a role linked to the Australian Curriculum.
- Networking with teacher associations nationally via our Asia Literacy Scholarship Fund.
- School and teacher membership from primary and secondary schools across Australia.
- 4,800 teachers on our news list as at 31 March 2011.
- 800 unique website visits each month.
- 95% of visitors book mark our page for future reference.
- Top ten results for Google & Bing searches of "Asia Literacy", "China Gap Year", "Japan Gap Year", "Asia Gap Year", "Teachers PD", "Sister School Programs".
- Reaching teachers and students with specific interests in China, Vietnam, Korea, Japan and Indonesia.

### ***Benefits of Advertising with AsiaLiteracy.org.au***

- Access to our target audience via newsletters, online, teachers' association networks and conferences in Australia and Asia.
- Association of your brand with a reputable and reliable organisation.
- Access to teachers, and students in a high growth education sector.
- Access to branding with a key education theme that is embedded in the new Australian Curriculum.
- Efficient way to gain profile at education conferences across Australia and in key markets of Asia.
- An ongoing relationship with our Executive Team who can offer innovative opportunities for promotion in Australia and Asia.

## Services & Pricing

<b>Advertising Services</b>	<b>Silver \$660 pa</b>	<b>Gold \$990 pa</b>	<b>Platinum \$1,485 pa</b>
Named on brochures/posters at conferences			✓
Named on any print media advertising we publish			✓
May contribute two news stories pa to our e-newsletter		✓	✓
Logo & hyperlink on Teacher PD e-brochures		✓	✓
Logo & hyperlink on 4-6 e-newsletters pa	✓	✓	✓
Logo and a hyperlink on our "Sponsors" webpage	✓	✓	✓

## Current Scheduled Activities

### Conferences

- History Teachers Association of Australia, Adelaide 3-5 Oct 2011 – Show Bag Flyer
- Council of International Schools, Townsville May 2012 – presentation of papers
- 13<sup>th</sup> Conference of Australian Studies Centres, Chendgu, China July 2012 – presentation of papers

### Professional Development Events

- At least 10 international programs annually, promoted throughout Australia.

### Events/Functions

- Annual Fundraising Function

### Asia Literacy Week

- 28 Nov – 5 Dec 2011

### Individuals, Members, Schools

- e-newsletters 4-6 per annum