



# Education Australia

Preferred Supplier 2025





# Hello there!

**Education Australia (EA)** is a consultancy-based company bridging the gap between suppliers and the education sector.

With increased government funding and initiatives to this sector, its essential education facilities must have access to accurate information and resources.

**Education Australia Resource Guide** is specifically designed to ensure this by connecting decision-makers across government and non-government schools, as well as universities, with our reputable suppliers.

Our primary mission is to inform education decision-makers of the latest products, services, and information to help them effectively

utilise funding for their facility. As a result, we carefully vet reputable companies to present as preferred suppliers for these decision-makers to engage.

Our concept is to help assist and improve the education sector as a whole whilst always having our clients at the forefront of mind, ensuring they are capitalising on exposure to this target market.

**Education Australia** provides a platform for your campaign, allowing you to communicate your message effectively, build targeted brand awareness, generate a return on investment, and enable your customers to reach you easily.

***Education Australia allows you to connect with the education sector, positioning you as a preferred supplier for decision makers to engage when utilising funding.***

Published by: Creative Edge Australia





*"The Australian Government provides recurrent funding for every student enrolled at a school. In 2024, recurrent funding for schools is estimated to total \$29.1 billion. This includes \$11.2 billion to government schools, \$9.8 billion to Catholic schools and \$8 billion to independent schools."*

**— Australian Government**



# Audience

**Key purchasers and decision-makers, including,** Principals, Deputy Principals, Business Managers, Teachers, Deans, Vice Chancellors, Chief Operating Officers, Heads of Department, Heads of Faculty, Presidents, Finance Managers, Executive Directors, Board Members and Professors.

 **TAFE Providers**  
(30) 556 Total campus locations

 **Government Schools**  
(6,825)

 **Non-Government Schools**  
(2,925)

 **Universities**  
(43)



**Total Facilities 9,823**

**Total Contacts 39,292**

# PLATINUM

What's included in your campaign:

## POSITIONS

Click for examples

INSIDE FRONT COVER

~~PAGE ONE~~

~~FACING FOREWORD~~

~~FACING CONTENTS~~

~~FACING ASSOCIATIONS~~

~~INSIDE BACK COVER~~

OUTSIDE BACK COVER

## RATES

\$11,450 + GST (6 Month) Per Edition

\$10,950 + GST (12 Month) Per Edition

### CERTIFIED PREFERRED SUPPLIER BADGE

You will be provided with an exclusive certified preferred supplier badge, which you can proudly display on your website and email signatures. This badge signifies your status as an *Education Australia* certified supplier, enhancing your credibility and allowing you to leverage our organisation's reputation.

### FULL-PAGE PLATINUM POSITION

Your full-page advertisement will occupy one of our eight exclusive prime positions, allowing you to choose the perfect spot for maximum visibility and impact.

### WEBSITE BANNER

Throughout your campaign, your brand will be prominently displayed with a captivating website banner on the *Education Australia* website.

### FULL-PAGE AD + FULL-PAGE ADVERTORIAL

You'll receive both a full-page advertisement and a compelling advertorial, showcased side by side in the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

### VIDEO INTEGRATION

You have the option to include a video of your choice. This will be integrated into your advertisement, providing you with the opportunity to creatively showcase what you do.

### SOCIAL MEDIA

As part of your campaign, you'll receive two sponsored ads (6 months) or four sponsored ads (12 months) through Meta (Facebook/Instagram). Each ad runs for one week, targeting your market. Statistics will be provided at the campaign's end. Your paid ads will also be posted on *Education Australia* socials.

### HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

### MONTHLY NEWSLETTERS

Your newsletter is linked directly from your feature in the ebook and is also published on our website. We contact you each month for the duration of your campaign with the option to update this newsletter, giving you the opportunity to communicate anything new or relevant. Your updated newsletter will be promoted (alongside other platinum and gold clients) each month on an EDM to the entire database.

### REPORTING

Every three months during your campaign, you will receive a comprehensive proof of performance report. This report will provide key metrics including website views, eBook visitors, readership, EDM opens, EDM clicks, as well as social media impressions and clicks. Stay informed and gain valuable insights into the reach and impact of your campaign.

### FRONT COVER EXCLUSIVE

\$24,950 + GST (6 Month)

Front cover available by invite only  
& includes four additional pages  
(placement of your choice)

BIANNUAL RELEASE: **MARCH & SEPTEMBER**



### POSITIONS & RATES:

Click for examples

#### FULL-PAGE SPREAD (2 pages)

Full page Advert +

Full page Advertorial

\$7,450 + GST (6 Month) Per Edition

\$6,950 + GST (12 Month) Per Edition

#### HYBRID (2 pages)

3/4 page Advert + 1/4 page Advertorial

\$7,450 + GST (6 Month) Per Edition

\$6,950 + GST (12 Month) Per Edition

#### ADVERTISEMENT + ADVERTORIAL

As part of your package, you'll receive your chosen advertisement accompanied by equal advertorial. These engaging elements will be showcased side by side in both the digital and hard copy versions of the resource guide. This powerful combination provides you with a unique opportunity to effectively communicate your message directly to your target market.

#### MONTHLY NEWSLETTERS

We will contact you **each month** for the duration of your campaign (6 or 12 months) with the option to update your online newsletter. This will be linked directly from your feature in the eBook and will also be featured on our website. This gives you the opportunity to update your audience with anything new or relevant. Your updated newsletter will then be promoted alongside other gold/platinum clients on a monthly EDM to the entire database.

#### REPORTING

Every three months during your campaign, you will receive a comprehensive proof of performance report. This report will provide key metrics including website views, eBook visitors, readership, EDM opens, EDM clicks, as well as social media impressions and clicks. Stay informed and gain valuable insights into the reach and impact of your campaign.

#### VIDEO INTEGRATION

You have the option to include a video of your choice. This will be integrated into your advertisement, providing you with the opportunity to creatively showcase what you do.

#### SOCIAL MEDIA

As part of your campaign, you'll receive two sponsored ads (6 months) or four sponsored ads (12 months) through Meta (Facebook/Messenger/Instagram). Each ad runs for one week, targeting your market. Statistics will be provided at the campaign's end. Your paid ads will also be posted on **Education Australia** socials.

#### HYPERLINKS

Your advertisement will feature strategically embedded direct links designed to drive targeted traffic to various landing pages. Whether it's your website, social media channels, LinkedIn, YouTube, email, or enquiry page, these links will effortlessly guide potential customers to explore and engage with your brand across multiple platforms.

#### CERTIFIED PREFERRED SUPPLIER BADGE

You will be provided with an exclusive certified preferred supplier badge, which you can proudly display on your website and email signatures. This badge signifies your status as an **Education Australia** certified supplier, enhancing your credibility and allowing you to leverage our organisation's reputation.

# Upgrade your **paid social media ad campaign**

Leverage Education Australia's trusted name and boost your results with target driven sponsored ads that grab attention, drive sales and generate more leads by reaching a broader audience.

## **TIER 1**

2 MONTH  
SPONSORED AD  
CAMPAIGN

**\$3,950** + GST

**SCHEDULED**

**May & July**

(March edition)

or

**November & January**

(September edition)

## **TIER 2**

3 MONTH  
SPONSORED AD  
CAMPAIGN

**\$5,950** + GST

**SCHEDULED**

**May, June & July**

(March edition)

or

**November, December**

**& January**

(September edition)

## **TIER 3**

5 MONTH  
SPONSORED AD  
CAMPAIGN

**\$8,950** + GST

**SCHEDULED**

**April, May, June,**

**July & August**

(March edition)

or

**October, November,**

**December, January**

**& February**

(September edition)

\*Dates are fixed to your specific Preferred Supplier campaign and aren't subject to change.