QTAC | DIGITAL RATE CARD AND BOOKING FORM

Updated February 2020

DIGITAL ADVERTISING

Last year, QTAC received more than 75,000 tertiary applications from around Australia. That's a lot of potential students! But how will they know you exist if you're not engaging with them? Many across Australia are already taking advantage of our website's high page views and click-through-rates. So ask yourself, if your competitors are connecting with potential applicants through us, why aren't you?

- ABOVE INDUSTRY STANDARD CLICK-THROUGH-RATES AT >4% (SITE AVERAGE).
- HIGH VOLUME PAGE VIEW RATES (ESTIMATED 500K PER MONTH).
- FLEXIBLE ADVERTISING ARRANGEMENTS.

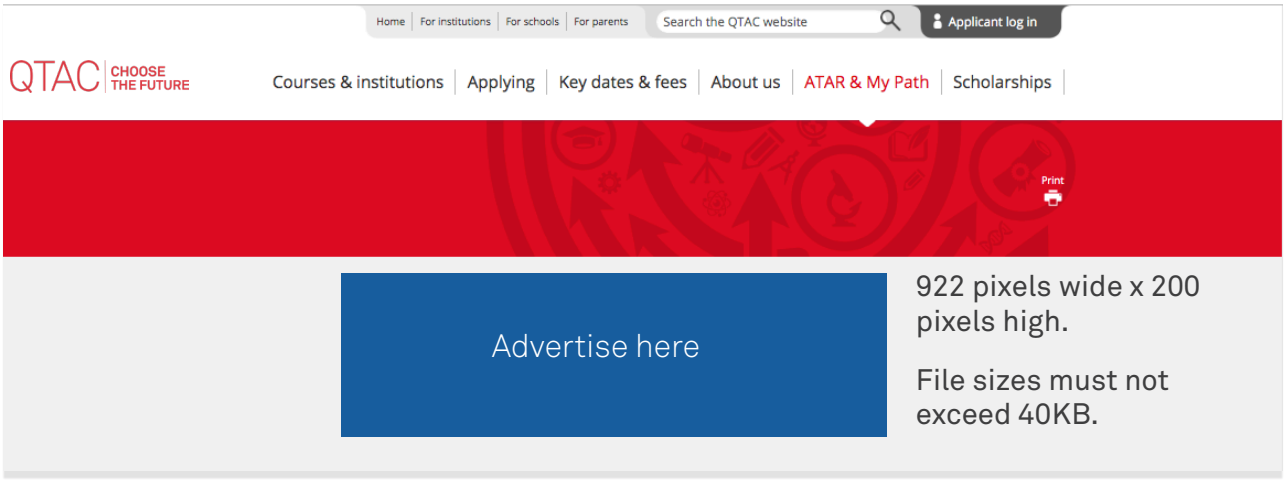
ADVERTISING GUIDELINES

- Rates for pages are listed from 10-30 cents per page view. Note: Rates are based on a per view basis, not a per click through basis.
- Other pages available at POA.
- Advertisements from a tertiary education provider are only accepted if the organisation is registered with TEQSA, ASQA or equivalent regulators and has maintained that registration for at least two years.
- Advertisers may have their ads click through to a website of their choice.
- All advertising must related to matters relevant to a tertiary student eg: accommodation or student services.
- QTAC retains the right to approve and control the style, content, and placement of advertisements.
- QTAC can not guarantee that full monthly allotments will be reached.
- Advertisers are responsible for checking the quality of digital files before submission.
- Rates quoted include GST but not commission for bookings received from advertising agencies.
- Invoice terms: 14 days from month end.
- Visit our website for advertising terms and conditions.

ARTWORK SPECIFICATIONS

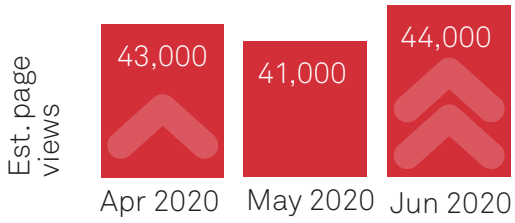
- Final artwork must be supplied.
- QTAC will not design, create or change any content in the display advertising.
- Artwork must be supplied as a web-pressed JPG in RGB format or an optimized GIF.
- Artwork must be 922 pixels wide x 200 pixels high.
- File sizes must not exceed 200KB.

WEBSITE ADVERTISING RATES



Please select the page you wish to advertise on, maximum views and month:

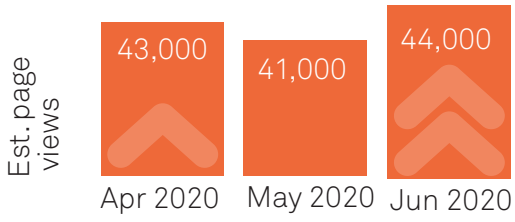
☐ APPLICATION SERVICES (Above login)



Select Views @ Cost: 30c per view

APR			MAY			JUN		
Select Max Views			Select Max Views			Select Max Views		
☐ 5k	☐ 10k	☐ 20k	☐ 5k	☐ 10k	☐ 20k	☐ 5k	☐ 10k	☐ 20k

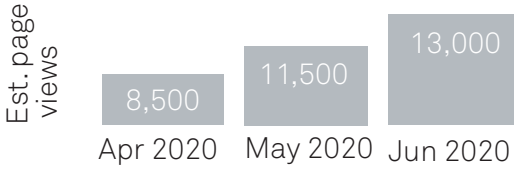
☐ APPLICATION SERVICES (Below login)



Select Views @ Cost: 20c per view

APR			MAY			JUN		
Select Max Views			Select Max Views			Select Max Views		
☐ 5k	☐ 10k	☐ 20k	☐ 5k	☐ 10k	☐ 20k	☐ 5k	☐ 10k	☐ 20k

☐ KEY DATES



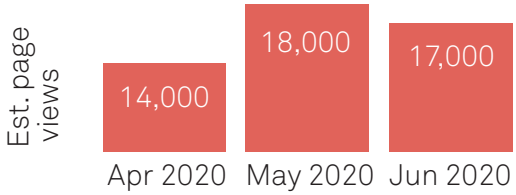
Select Views @ Cost: 20c per view

APR			MAY			JUN		
Select Max Views			Select Max Views			Select Max Views		
☐ 1k	☐ 3k	☐ 5k	☐ 3k	☐ 5k	☐ 10k	☐ 3k	☐ 5k	☐ 10k

WEBSITE ADVERTISING RATES

Please select the page you wish to advertise on, maximum views and month:

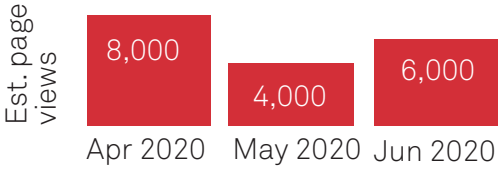
☐ APPLY HERE



Select Views @ Cost: 20c per view

APR	MAY	JUN
Select Max Views	Select Max Views	Select Max Views
☐ 2k ☐ 5k ☐ 10k	☐ 5k ☐ 10k ☐ 15k	☐ 5k ☐ 10k ☐ 15k

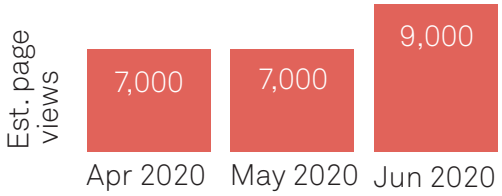
☐ COURSE OFFERS AND VACANCIES



Select Views @ Cost: 20c per view

APR	MAY	JUN
Select Max Views	Select Max Views	Select Max Views
☐ 2k ☐ 3k ☐ 5k	☐ 1k ☐ 2k ☐ 3k	☐ 2k ☐ 3k ☐ 5k

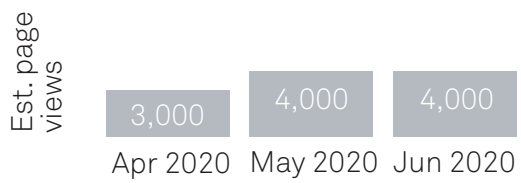
☐ ATAR



Select Views @ Cost: 20c per view

APR	MAY	JUN
Select Max Views	Select Max Views	Select Max Views
☐ 2k ☐ 3k ☐ 5k	☐ 2k ☐ 3k ☐ 5k	☐ 2k ☐ 3k ☐ 5k

☐ ADMISSIONS CRITERA



Select Views @ Cost: 20c per view

APR	MAY	JUN
Select Max Views	Select Max Views	Select Max Views
☐ 1k ☐ 2k ☐ 3k	☐ 1k ☐ 2k ☐ 3k	☐ 1k ☐ 2k ☐ 3k

WEBSITE ADVERTISING RATES

Please select the page you wish to advertise on, maximum views and month:

☐ APPLYING

Est. page views

3,000	4,000	3,000
Apr 2020	May 2020	Jun 2020

Select Views @ Cost: 20c per view

APR	MAY	JUN
Select Max Views	Select Max Views	Select Max Views
☐ 1k ☐ 2k ☐ 3k	☐ 1k ☐ 2k ☐ 3k	☐ 1k ☐ 2k ☐ 3k

☐ WHAT DOCUMENTS YOU NEED TO PROVIDE

Est. page views

3,000	3,000	3,000
Apr 2020	May 2020	Jun 2020

Select Views @ Cost: 10c per view

APR	MAY	JUN
Select Max Views	Select Max Views	Select Max Views
☐ 1k ☐ 2k ☐ 3k	☐ 1k ☐ 2k ☐ 3k	☐ 1k ☐ 2k ☐ 3k

BOOKING DETAILS

Please select the page you wish to advertise on, maximum views and month:

Fill out and return booking form to **advertising@qtac.edu.au or hit the submit button.**

Purchase Order:_____

Organisation:_____ABN:_____

Contact name:_____Signature:_____Date:_____

Email:_____Phone number:_____

Address:_____

Please contact us via email if you would like to make use of our **smooth delivery** option.

Smooth delivery is where your total number of requested impressions will be evenly delivered across the month rather than the default of delivering the impressions as quickly as possible. While this means you will have less impressions daily, they will instead be spread out equally throughout the month. This will ensure your ad is shown

SUBMIT FORM

QTAC | ADVERTISING OPPORTUNITIES

For advertising opportunities contact
advertising@qtac.edu.au