



75,000
APPLICANTS



2 MILLION
COURSE VIEWS



4 MILLION
WEBSITE VISITS



1800
COURSES

15
INSTITUTIONS



QTAC | ADVERTISING OPPORTUNITIES

Updated December 2019

QTAC's portfolio offers a range of advertising and promotional opportunities that harness the power of our trusted brand.

These include both integrated digital platforms (website, eBooks, sponsored content) and a suite of targeted print products.

Copies of back issues of our publications and links to digital mastheads are available by calling the QTAC advertising team on (07) 3858 1208 or emailing advertising@qtac.edu.au.

"Advertising through QTAC's guides and website has become a valuable part of our annual marketing mix. It enables us to speak to our target audience when it matters"

– Jo Rees, Associate Director,
CQUniversity Australia Marketing Directorate.

REACH A VAST AUDIENCE OF APPLICANTS LOOKING TO FURTHER THEIR STUDY

With more than 40 years' experience in tertiary admissions, QTAC is the leading service provider for universities, colleges, TAFEs and private educators throughout Queensland, New South Wales and Tasmania.

As part of its core business, QTAC offers tertiary institutions and education service providers advertising opportunities through electronic and print mediums which are made available to prospective students in Queensland and nationally. QTAC can help you leverage your programs and unique student services by enhancing your advertising campaigns to build brand awareness and support student choices. After 40 years in the application and admission sector, QTAC is viewed as an industry expert, impartial and trusted.

Every year we connect with:

75,000
APPLICANTS

2 million
COURSE SEARCHES

400,000
SOCIAL MEDIA VIEWS

4 million
WEBSITE VISITS

50,000
QLD AND NSW YEAR 12 STUDENTS

61,000
QLD AND NSW YEAR 10 STUDENTS

60%

OF QTACS WEBSITE
USERS ARE FEMALE.

65%

OF USERS ARE UNDER
34 YEARS OLD.

YEAR 10 GUIDE

The Year 10 Tertiary Prerequisite Guide (**Year 10 Guide**) is an eBook publication which will be distributed to year 10 students throughout Queensland and northern New South Wales, as well as selected schools across the country.

This Guide will also be available in printed form via pre-order for a nominal fee.

It is used by students and schools (in addition to [MyPath](#)) to select subjects and is one of the primary sources of information for the new Queensland ATAR. The Year 10 Guide also provides detailed entry and prerequisite requirements for courses offered by QTAC in coming years.

Year 10 students are looking for guidance in their decision-making process as to what path they take in their senior schooling; advertising in this Guide is your opportunity to influence this process.

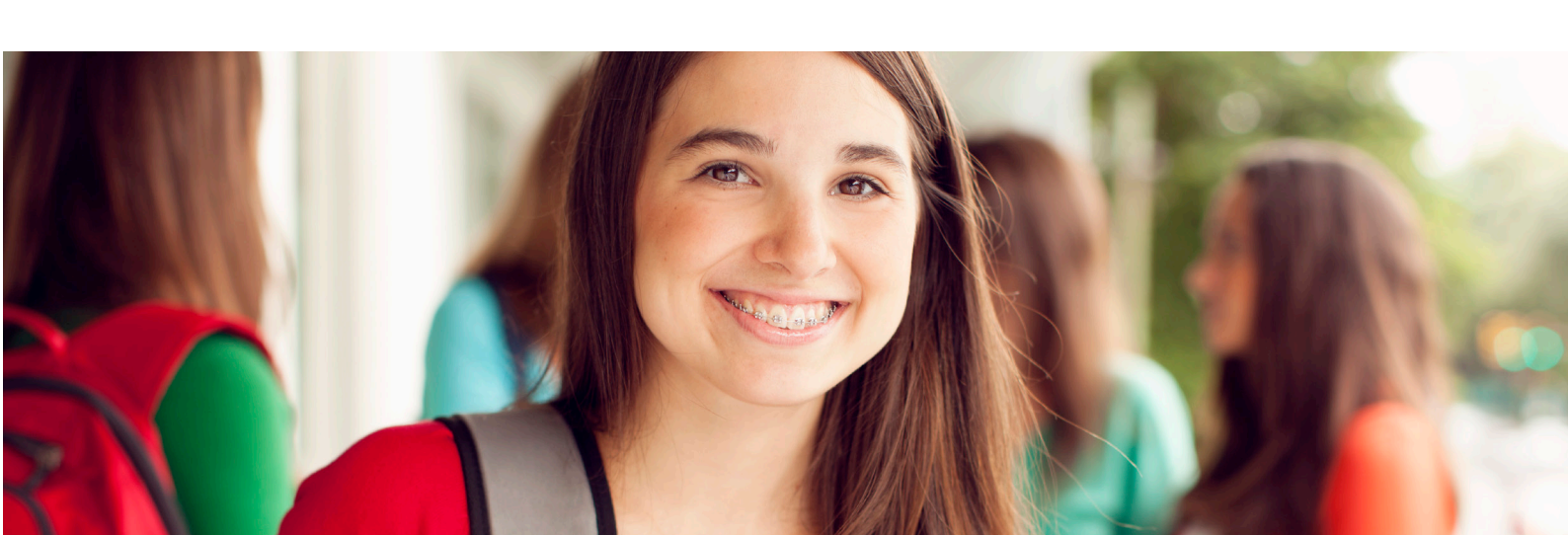
With a long publication life and substantial audience, the Year 10 guide delivers a powerful and cost-effective communication tool for advertisers.

Read by 61,000 Year 10 students, their parents and guardians, as well as guidance officers and education professionals, the Year 10 Guide delivers a powerful and cost-effective communication tool for advertisers.

- 61, 000 READERS
 - INTERACTIVE EBOOK
 - PUBLICATION LIFE OF UP TO 12 MONTHS
 - RECOMMENDED TO STUDENTS BY TEACHERS
-

DISPLAY ADVERTISING RATES START FROM JUST \$3,500 FOR A QUARTER PAGE
THERE IS ALSO AN ABILITY TO ACTIVATE YOUR ADVERTISEMENT FOR INCREASED ENGAGEMENT

FOR DETAILS ON WHAT ADVERTISEMENT ACTIVATION LOOKS LIKE [CLICK HERE](#)



YEAR 12 GUIDE

The annual QTAC Guide to Further Study (Year 12 Guide) is the most popular place to find course and application information.

It provides everything a student needs to know about course details, study assistance, the application process and institutions offering the courses.

Published in June, it is distributed to every year 12 student in Queensland and most years 12's in northern New South Wales, as well as selected schools throughout Australia.

This presents educators and education service providers with a vehicle to advertise courses to a targeted audience at a time when they are researching a range of new opportunities.

The Guide is QTAC's flagship publication and has been trusted by students and parents for more than 40 years.

As well as display advertising, the Year 12 Guide offers education providers the chance to list courses offered through QTAC for the coming year.

With listings also added to QTAC's online search function, and an interactive eBook also being published, it is highly effective cross-platform tool.

- 50,000 HARD COPIES DISTRIBUTED
- 98.5% CUSTOMER SATISFACTION
- PLUS AN INTERACTIVE EBOOK
- PUBLICATION LIFE OF UP TO 12 MONTHS
- RECOMMENDED TO STUDENTS BY TEACHERS

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QTAC PASSPORT

The QTAC Passport is an A6 sized printed publication distributed to Year 12 students from Queensland and NSW throughout each year. The handout includes need to know information for students includes key dates, course requirements and a handy tertiary education checklist.

The QTAC Passport will be distributed at Career Expos, senior school showcases, TSXPO, institution open days and during school visits and presentations.

- 15, 000 – 20,000 DISTRIBUTED ANNUALLY
- SOUGHT AFTER BY STUDENTS AND TEACHERS
- PUBLICATION LIFE OF UP TO 12 MONTHS

DISPLAY ADVERTISING RATES START FROM \$1500 FOR A FULL PAGE



COURSE SEARCH

QTAC's course search receives more than 2 million visitors every year.

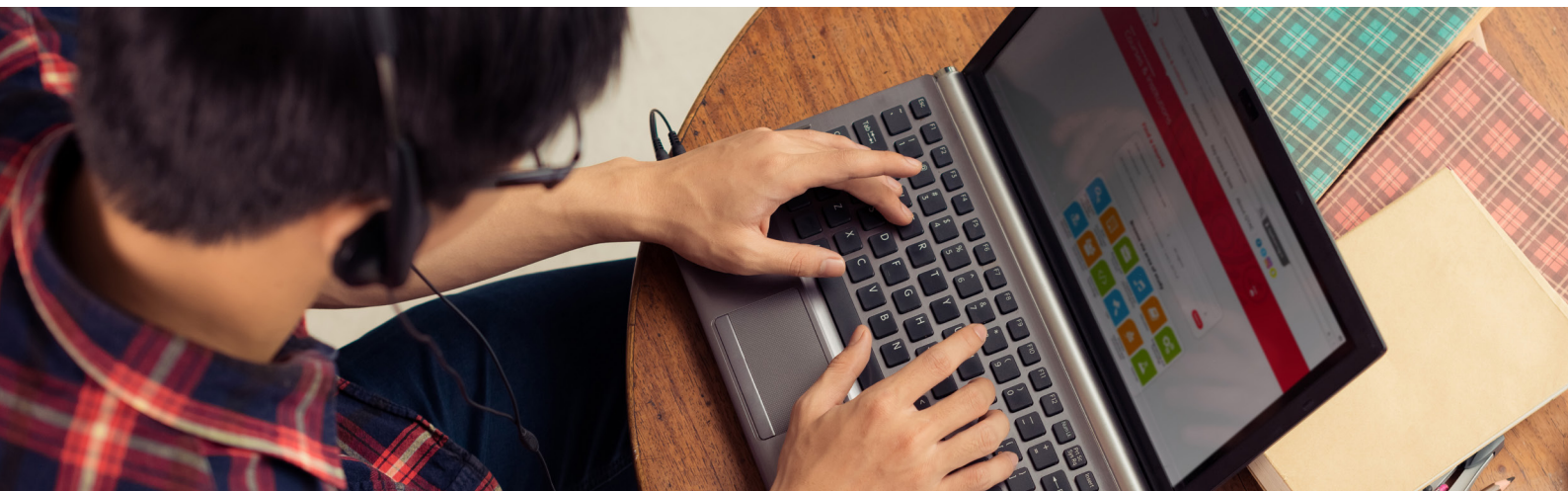
It lists details of 1,800 courses and is the first point of contact for 75,000 potential tertiary students from Queensland and northern New South Wales.

24 of Australia's leading education providers use Course Search to communicate their offerings, including entry requirements, start dates and career opportunities.

Join them and ensure you are seen.

- 2 MILLION USERS ANNUALLY
- 17,500 VISITS EACH MONTH
- CREATE YOUR OWN INSTITUTION PROFILE PAGE
- PROMOTE LINKS TO YOUR WEBSITES AND SOCIAL MEDIA

LIST AS FEW OR AS MANY COURSES AS YOU LIKE. (PLEASE NOTE: COURSE SEARCH IS INCLUDED AT NO ADDITIONAL COST IF YOU CHOOSE COURSE ADVERTISING IN THE YEAR 12 GUIDE)



QTAC.EDU.AU WEBSITE

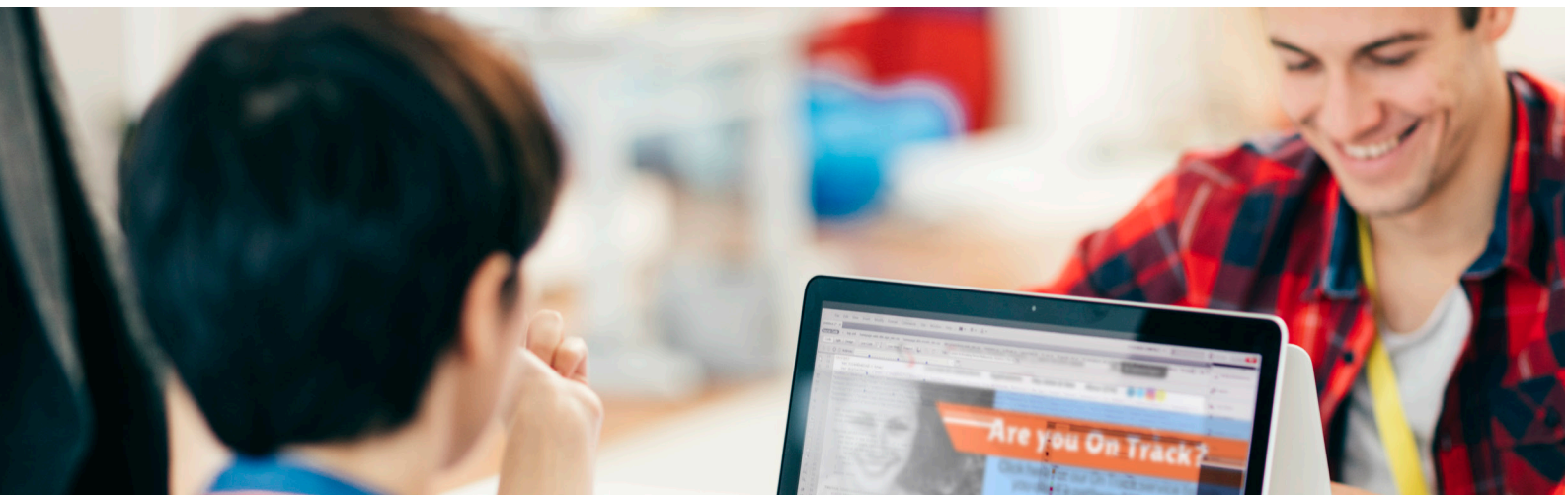
QTAC's website is the go-to online resource for students throughout Queensland, northern New South Wales and beyond.

With more than 4 million unique visitors, it provides trusted information on a range of specific subjects and is the primary portal for 75,000 course applicants.

As well as display advertising, the website offers a number of integrated opportunities and allows advertisers to link to their own external sites and social media platforms.

- 4 MILLION VISITS
- ABOVE INDUSTRY STANDARD CLICK-THROUGH RATES
- CROSS PLATFORM CAMPAIGNS
- RETARGETING OPPORTUNITIES

PAY PER VIEW RATES START FROM 10C PER IMPRESSION (MINIMUM 1,000 IMPRESSIONS)



QTAC | ADVERTISING
OPPORTUNITIES

For advertising opportunities contact
P 07 3858 1208