



#

Advertise

OCT | NOV | DEC

QTAC

DIGITAL RATE CARD  
AND BOOKING FORM

# DIGITAL ADVERTISING

Last year, over 75,000 students from around Australia applied for tertiary study via the QTAC website. This is a captive audience with study on their minds – the perfect opportunity to pitch your institution, student accommodation or student services.

The QTAC website receives an average of 350,000 pageviews per month, and up to 550,000 in January when offers are released. With high traffic and an above average click-through rate, advertising on the QTAC website is a great opportunity to connect with future students.

## 350,000

AVERAGE PAGE  
VIEWS PER MONTH

## 550,000

PAGE VIEWS  
WHEN OFFERS  
ARE RELEASED

### ADVERTISING GUIDELINES

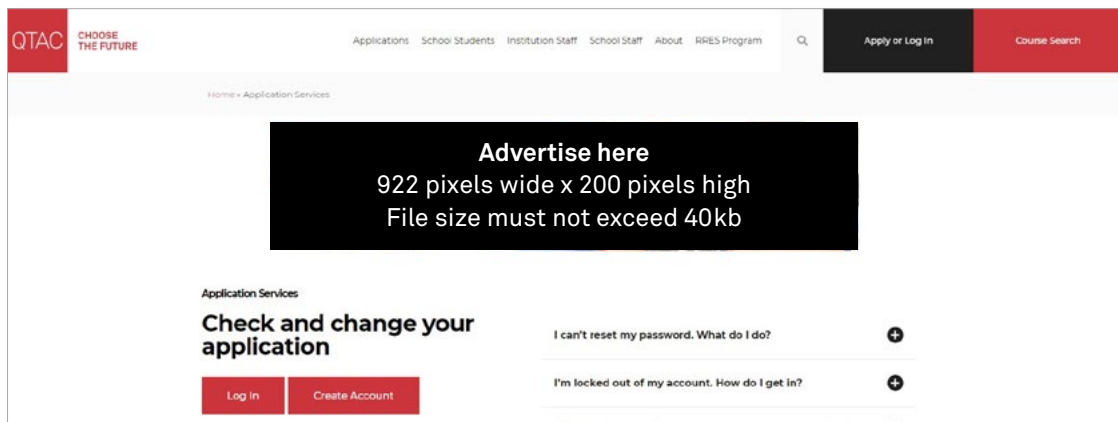
- Rates for each page range from 10-30 cents per impression; they are charged on a per view basis, not a click through basis.
- Pages not listed below are available on request.
- Advertisements from a tertiary education provider are only accepted if the organisation is registered with TEQSA, ASQA or equivalent regulators and has maintained that registration for at least two years.
- Advertisers may have their ads click through to a landing page of their choice.
- All advertising must be related to matters relevant to a tertiary student, for example accommodation or student services.
- QTAC retains the right to approve and control the style, content, and placement of advertisements.
- QTAC cannot guarantee that requested views will be achieved each month.
- Advertisers are responsible for checking the quality of digital files prior to submission.
- Rates quoted include GST but not commission for bookings received by advertising agencies.
- Invoice terms are 14 days from month end.

**Visit our website for full advertising terms and conditions.**

### ARTWORK SPECIFICATIONS

- Final artwork must be supplied, QTAC will not design, create or change any content
- Creative is due 5 days before the 1st of the month in which your ad is running.
- Artwork must be supplied as a web-pressed .jpg in RGB format or an optimised .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

[qtac.edu.au/application-services/](http://qtac.edu.au/application-services/)

30c PER IMPRESSION

### OCTOBER

Select Max Views

5k 10k 20k



**85,000**

Estimated page views

### NOVEMBER

Select Max Views

5k 10k 20k



**80,000**

Estimated page views

### DECEMBER

Select Max Views

5k 10k 20k



**140,000**

Estimated page views

## KEY DATES

[qtac.edu.au/key-dates/](http://qtac.edu.au/key-dates/)

20c PER IMPRESSION

### OCTOBER

Select Max Views

2k 5k 10k



**25,000**

Estimated page views

### NOVEMBER

Select Max Views

2k 5k 10k



**20,000**

Estimated page views

### DECEMBER

Select Max Views

5k 10k 15k



**30,000**

Estimated page views

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

### APPLICATIONS

[qtac.edu.au/applications/](http://qtac.edu.au/applications/)

20c PER IMPRESSION

#### OCTOBER

Select Max Views

2k 5k 10k



**25,000**

Estimated page views

#### NOVEMBER

Select Max Views

2k 5k 10k



**25,000**

Estimated page views

#### DECEMBER

Select Max Views

2k 5k 10k



**25,000**

Estimated page views

### COURSE OFFERS AND VACANCIES

[qtac.edu.au/course-offer-dates-and-vacancy-information/](http://qtac.edu.au/course-offer-dates-and-vacancy-information/)

20c PER IMPRESSION

#### OCTOBER

Select Max Views

1k 3k 5k



**10,000**

Estimated page views

#### NOVEMBER

Select Max Views

1k 3k 5k



**10,000**

Estimated page views

#### DECEMBER

Select Max Views

1k 3k 5k



**18,000**

Estimated page views

### ATAR

[qtac.edu.au/atar/](http://qtac.edu.au/atar/)

20c PER IMPRESSION

#### OCTOBER

Select Max Views

1k 3k 5k



**10,000**

Estimated page views

#### NOVEMBER

Select Max Views

1k 3k 5k



**10,000**

Estimated page views

#### DECEMBER

Select Max Views

1k 3k 5k



**10,000**

Estimated page views

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

### ADMISSIONS CRITERIA

[qtac.edu.au/admission-criteria/](http://qtac.edu.au/admission-criteria/)

20c PER IMPRESSION

#### OCTOBER

Select Max Views

1k 2k 3k



**5,000**

Estimated page views

#### NOVEMBER

Select Max Views

1k 2k 3k



**5,000**

Estimated page views

#### DECEMBER

Select Max Views

1k 2k 3k



**6,000**

Estimated page views

### DOCUMENTATION

[qtac.edu.au/documentation/](http://qtac.edu.au/documentation/)

10c PER IMPRESSION

#### OCTOBER

Select Max Views

1k 2k 3k



**6,000**

Estimated page views

#### NOVEMBER

Select Max Views

1k 2k 3k



**5,000**

Estimated page views

#### DECEMBER

Select Max Views

1k 2k 3k



**5,000**

Estimated page views



# WEBSITE ADVERTISING RATES

Please ensure you have selected the page(s) you wish to advertise on, maximum views and which months you wish your ad to appear.

Fill out and return booking form to [advertising@qtac.edu.au](mailto: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 to a wider audience whilst having a greater sustained impact.



**QTAC** | **ADVERTISING  
OPPORTUNITIES**

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For advertising opportunities contact  
**[advertising@qtac.edu.au](mailto:advertising@qtac.edu.au)**