



**75,000**  
APPLICANTS

**2 MILLION**  
COURSE VIEWS

**4 MILLION**  
WEBSITE VISITS

**1800**  
COURSES

**16**  
INSTITUTIONS

# QTAC | PRINT RATE CARD AND BOOKING FORM

# PRINT AND EBOOK ADVERTISING RATE CARD

Don't miss the opportunity to reach an audience of Year 10 or Year 12 students, school guidance counsellors, parents, teachers and other educators. Advertise in Queensland's most comprehensive source of tertiary study options, the QTAC Guide to Further Study or the Year 10 Tertiary Prerequisite Guide. Book your ad today!

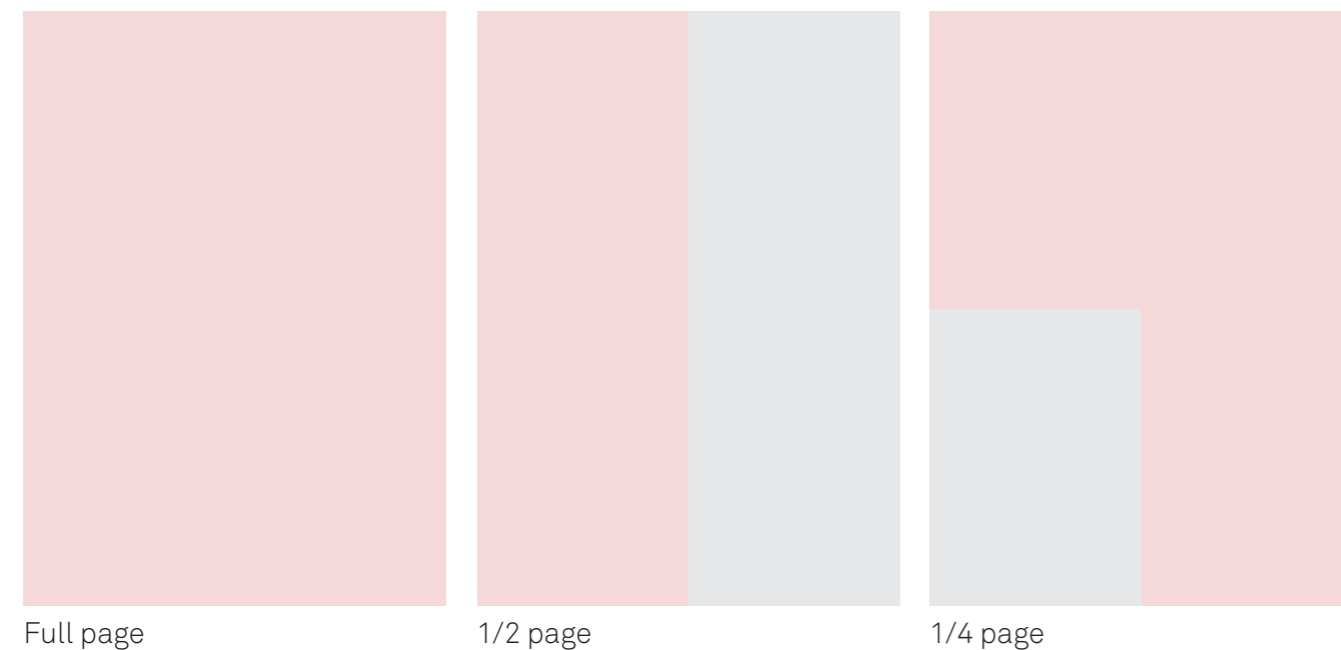
All rates include GST but do not include commission for bookings received from advertising agencies. Discounts are available for multiple-page bookings and multi-publication bookings. Contact us for details.

This year the Year 12 Guide is also available in eBook form. If you have advertised in the print version of the Guide your advertisement will be replicated in the eBook at no extra charge.

## COURSE ADVERTISING

Promote your courses and links to your institution's website and social media sites, and include an institution profile. Courses advertised in the Guide will also appear in our online Course Search. Course advertising is only available in the Year 12 Guide.

Ad size	Rate
Full page	\$21,200
1/2 page	\$10,700
1/4 page	\$6,430



Full page

1/2 page

1/4 page



## DISPLAY ADVERTISING

Promote your institution, product or service with display advertising. Display ads will appear in the inside front and back covers and section 1 of the Year 12 Guide and either in the front information section of the Year 10 Tertiary Prerequisite Guide or adjacent to your prerequisite listing.

If you choose to advertise in both guides a 20% discount\* will apply for your second advertisement.

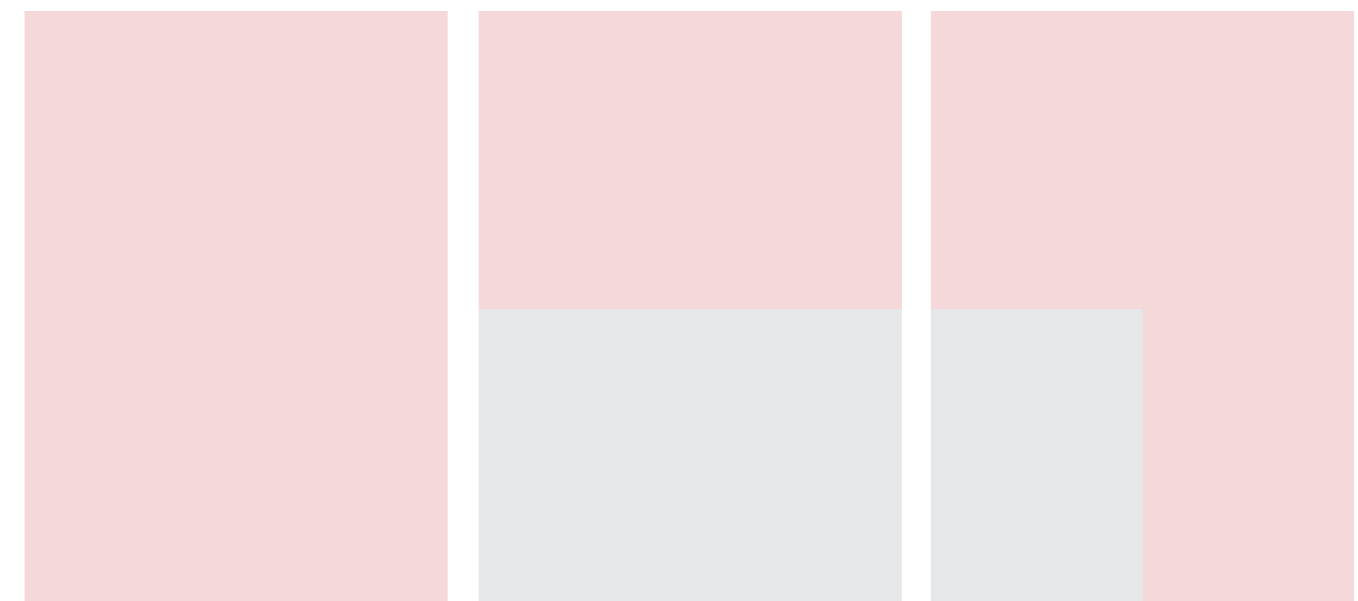
\*Discount applied to the lowest priced advertisement.

Ad size	Dimensions	Rate	Yr 12 Guide	Yr 10 Guide
Inside front cover	205mm x 273mm	\$18,190		
Inside back cover	205mm x 273mm	\$15,750		
Full page	205mm x 273mm	\$12,100		
1/2 page	205mm x 135mm	\$6,100		
1/4 page	99mm x 135mm	\$3,675		

### FOR YEAR 10 GUIDE ADVERTISERS (CHOOSE ONE)

Position advertisement adjacent my listing

Position advertisement in the front information section



Full page

1/2 page

1/4 page

# PASSPORT ADVERTISING

QTAC Passport is a 12 page A6 size passport handout. This handout includes 'need to know' information including key dates, course requirements and a handy university application checklist.



Choose booking option below:

Ad size	Rate
Option A - Inside front cover	\$2,100
Option B - Back inside cover	\$2,100
Option C - Inside pages	\$1,575

Then fill out the booking form here.



# ADVERTISING GUIDELINES

## DISPLAY ADVERTISING GUIDES

Artwork must be:

- supplied as a press-optimised PDF in CMYK, with fonts embedded
- the correct size and must not include 3mm bleed
- images are to be no less than 300dpi.

## DISPLAY ADVERTISING - PASSPORT

Artwork must be:

- supplied as a press-optimised PDF in CMYK, with fonts embedded
- size must be 105mm x 148mm (portrait) plus 3mm bleed with a safe zone of 3mm for all text
- images are to be no less than 300dpi.

## COURSE ADVERTISING

- QTAC reserves the right to approve all advertising providers
- Any images supplied must be press-ready final art. QTAC will not design, create or change any images.

Visit our website for advertising terms and conditions [www.qtac.edu.au/about-us/marketing](http://www.qtac.edu.au/about-us/marketing)

# DUE DATES

PASSPORT ADVERTISING BOOKING DEADLINE: Friday, 22 Jan 2021

ADVERTISING BOOKING DEADLINE: Friday, 26 Feb 2021

FINAL PAYMENT: Friday, 26 March 2021

PROVIDE CONTENT/ARTWORK/LINKS: Friday, 26 March 2021

COURSE INFO SUBMISSION DEADLINE: Friday, 26 March 2021

**25% NON-REFUNDABLE DEPOSIT: On receipt of booking and payable within 14 days.**

# BOOKING DETAILS

Organisation\_\_\_\_\_

RTO code (if applicable)\_\_\_\_\_

ABN\_\_\_\_\_

Contact name for booking\_\_\_\_\_

Email\_\_\_\_\_

Phone number\_\_\_\_\_Signature\_\_\_\_\_Date\_\_\_\_\_

Contact name for invoicing\_\_\_\_\_

Purchase Order\_\_\_\_\_

Email\_\_\_\_\_

Phone number\_\_\_\_\_

Address\_\_\_\_\_

**Return booking form to [advertising@qtac.edu.au](mailto:advertising@qtac.edu.au)**

**QTAC** | ADVERTISING  
OPPORTUNITIES

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