ACEL
Digital and Print Media Kit

2021

REACH, INFLUENCE & COLLABORATE WITH EDUCATIONAL LEADERS & DECISION MAKERS VIA THE LEADING ORGANISATION FOR EDUCATIONAL LEADERSHIP ACROSS AUSTRALIA AND NEW ZEALAND.

ACEL
Inspiring Educational Leaders

Australian Council for Educational Leaders

ACEL is a forward thinking, relevant and responsive agent of change and innovation. As the premier provider of resources and experiences for educational leaders, ACEL's membership continues to expand with a growing network of 40,000 and around 6000 members actively connecting and participating in regular professional learning opportunities.

ACEL actively supports the development of leadership capabilities across Australia and New Zealand, with an extensive calendar of workshops, conferences and networking events; professional development programs, digital resources and online bookshop, and a number of professional in-house publications.

ACEL's highly regarded reputation makes it an ideal and attractive partner both locally and internationally, and is sought after by other organisations seeking to value-add and optimise their products and activities.

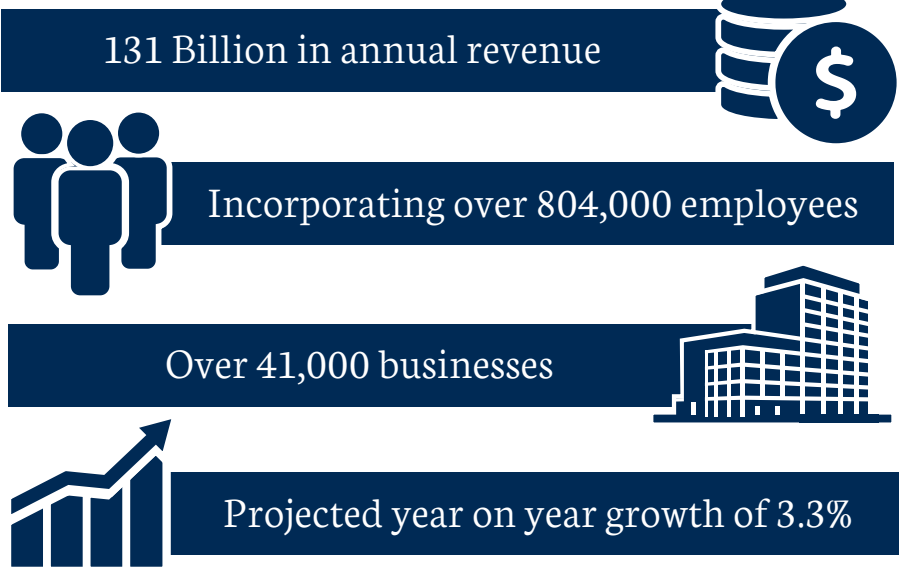| 55%	38%	7%	6%
of ACEL members are principals or head of campus	are heads of department, team leaders or are in senior teaching positions	are responsible for business management or providers of school consultancy services	are leaders in the tertiary sector

OUR MARKET

The Australian Educational Sector represents one of the most influential and important sectors within our economy·

131 Billion in annual revenue

Incorporating over 804,000 employees

Over 41,000 businesses

Projected year on year growth of 3.3%

Our Market	
ACEL Online views per month	58,460
Unique Visitors per month to ACEL Online	44,230
ACEL Annual Event Attendees	12,500+
ACEL Direct mail Database	40,000+

ACEL Marketing & Advertising can put together a bespoke integrated and multichannel campaign to suit your organisations targeted and tailor-made needs across ACEL events, publications, members, digital and direct communications with design and marketing support available as part of your package.

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AEL

ACEL's Australian Educational Leader (AEL) publication, since 1979, is recognised nationally and internationally as a practical journal for the exchange of current research, trends, and innovations. It is proved to be a valuable resource for accessing and leading educational practice with contemporary techniques and contexts. This journal is fundamentally concerned with the improvement of leadership and management of daily practices in schools where it brings passionate practitioners to share their expertise and challenges as a collective unit. As a core concern for leaders today, the AEL provides insights into the changing school culture and the dynamics of the evolving teacher-student interactions. AEL's platform also aims to encourage collegial discourse among teachers and leaders by promoting collaboration between schools, professional associations and university educators.

Published quarterly, the AEL steers itself as a forward thinking, relevant, and responsive agent of change and innovation by featuring topics that would assist teachers and leaders in school governance and Law, ICT management, teacher performance and quality, student-centred pedagogy, and many more. Each of these themes are both current and applicable to today's practitioners.

Our readers are committed educational leaders who actively utilise AEL as an invaluable resource for inspiration and practical guidance. They are usually the decision makers in schools and associations; they also ensure that the teaching and learning environments entrusted to them will not only influence the students but also their lives. Thus, AEL acts as an important link in this educational cycle.

AEL 2021

2021 Issue Dates & Themes

Issue	Publish Date	Theme	Booking Deadline	Material Deadline
Term 1 2021	24th February	Learning Spaces – From Architecture to Pedagogy	18th February	21st January
Term 2 2021	19th May	Whole School Leadership	23rd April	28th April
Term 3 2021	25th August	Equity and Excellence	20th July	23rd July
Term 4 2021	17th November	TBC	19th October	22nd October

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Rates · AEL

Rates include both digital and print issues

Advertisement Type	1 Ad	2 Ads	4 Ads	Duration
Double Page Spread [includes Digital AEL Newsletter Tile + Online Page Leaderboard]	$1600	$2500	$3100	4 Issues
Full Page [includes Digital AEL Newsletter Tile + Online Page Leaderboard]	$800	$1200	$1600	4 Issues
Half Page	$600	$1000	$1400	4 Issues
Digital Online Leaderboard + Newsletter Tile	$1,800	"	"	8 Weeks

all quotes costs are excluding GST

Conditions
· Cash with order required unless a credit account has been established
· The publisher reserves the right to refuse any advertisement
· Cancellation of advertisement bookings will not be accepted after the advertisement booking deadline for the issue
· The publisher reserves the right to repeat material if copy is not received by the material deadline
· The publisher will not be liable for any loss occasioned by the failure of any advertisement to appear

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Rates · ACEL Digital

Digital Advertising Opportunities

Advertisement Type	Cost	Duration
Leaderboard Banner	$1800	6 Weeks
Digital Tile Square	$1000	6 Weeks
ACEL Newsletter Banner	$1000	6 Weeks
ACEL Newsletter Banner + Leaderboard Banner Bundle	$1200	6 Weeks
Membership Leaderboard Banner	$1200	8 Weeks
Digital Tile Square	$900	8 Weeks

all quotes costs are excluding GST

Rates · ACEL Bookshop

Digital Advertising Opportunities

Advertisement Type	Cost	Duration
Leaderboard Banner + Bookshop Newsletter Tile	$950	4 Weeks
Digital Tile Square	$750	4 Weeks
Bookshop Newsletter Banner	$900	4 Weeks
Bookshop Bundle Leaderboard + Newsletter	$1200	4 Weeks
Bookshop Product Inclusion/Promotion	$1200	4 Weeks
Bookshop Newsletter Sponsorship	$1800	4 Weeks
Newsletter Feature, Newsletter Headline, Online Digital Leaderboard, online product / compary directory		4 Weeks

all quotes costs are excluding GST

Rates · Packages

Digital Advertising Opportunities

Package	Inclusions	Cost	Duration
Gold Advertising Package	AEL 1 Page Ad Print + Digital ACEL Run of Site Leaderboard Banner ACEL Membership Tile Square ACEL Newsletter Banner	$5000	12 Weeks
Digital Premium Package	ACEL Run of Site Tile Square ACEL Bookshop Tile Square AEL Digital Tile Square ACEL Membership Tile Square	$3900	12 Weeks

all quotes costs are excluding GST

Artwork · Print

Full Page

1/2 page
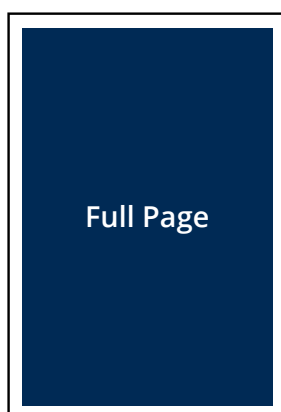
Ad Size	Type area	Trim size	Bleed
Full page	185 x 270 mm	210 x 297 mm	5 mm
Half page (Landscape)	185 x 122 mm	210 x 148 mm	5 mm

PDF templates can be found at acel.org.au/artwork

Print advertisement material requirements

· Supply press quality PDF file with bleed and trim marks. Advertisement files should be pre-flighted to check that all images, fonts and graphics are present and saved as CMYK.

· Images should be 300 dpi. The publisher cannot guaranteed quality of images that are lower than 300 dpi. 72 dpi images as used on the internet are not suitable for print reproduction.

· While all care is taken in production, the publisher takes no responsibility for material that is not correctly supplied. Charges may apply if advertisement material supplied requires alterations or corrections.

A PO Box 876, Strawberry Hills, NSW 2012
T +61 2 8396 0800   **E** marketing@acel.org.au
acel.org.au/ael

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Artwork · Full Page Print

Full page advertisements are print PDFs that will be included in certain ACEL promotion or publication materials. This is set for portrait orientation only. For double page spreads please submit a single document exported to pages.

PDF templates can be found at acel.org.au/artwork

Advertisement material requirements:

File Type:
.pdf set for CMYK

Export:
300 dpi
fonts converted to outlines
Crop marks offset by 5mm

Dimensions:

Trim	210 x 297 mm
Text safe area	185 x 270 mm
Bleed	5 mm

Other:
Portrait orientation only

File Name:
[YourCompany] - **A4 [PRINT]**

Bleed 5mm

Document/Trim Size
210 mm x 297mm

Text safe Area
185mm x 270mm

Export preflight for 300dpi in CMYK colour
Crop Marks 5mm offset (outside bleed)

ACEL Advertisement - Full Page ad

ACEL
Inspiring Educational Leaders
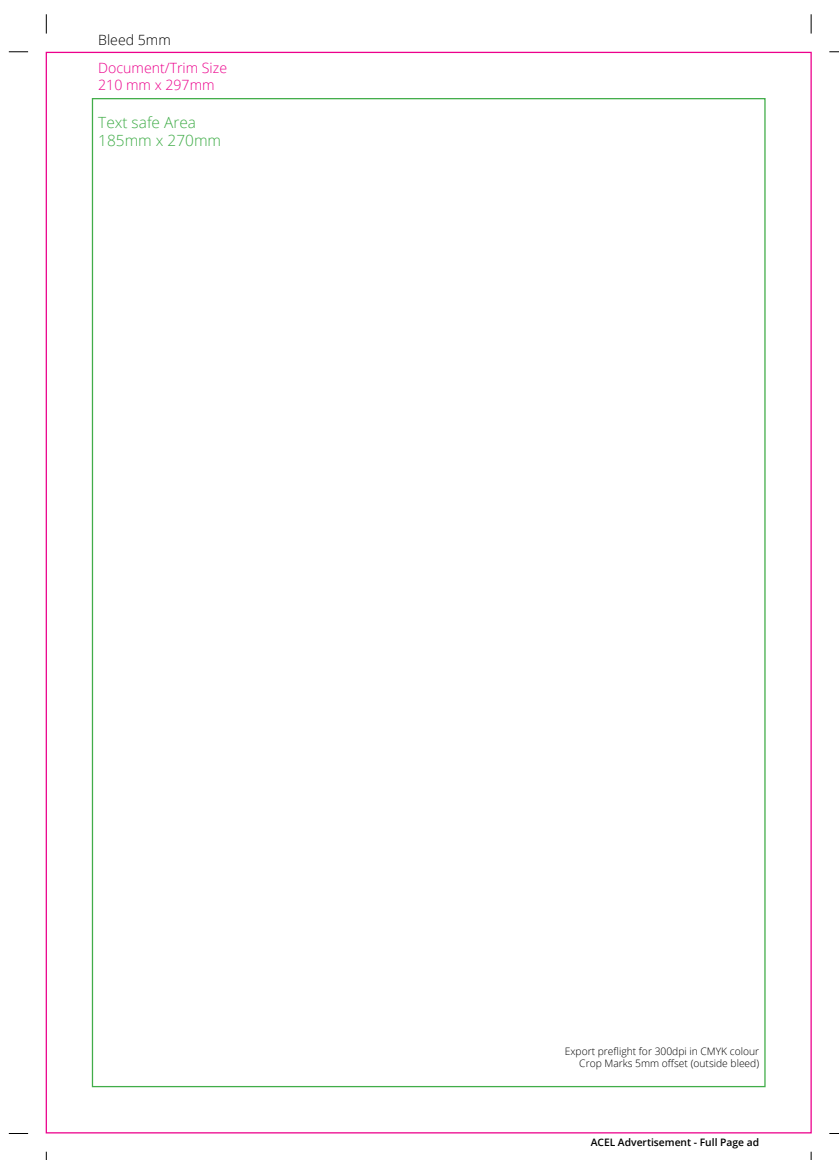
Artwork · Half Page Print

Half page advertisements are print PDFs that will be included in certain ACEL promotion or publication materials. This will most likely share the page with other advertisements or copy. This is set for landscape orientation only.

PDF templates can be found at acel.org.au/artwork

Bleed 5mm

Document/Trim Size
210 mm x 148mm

Text safe Area
185mm x 122mm

Export preflight for 300dpi in CMYK colour
Crop Marks 5mm offset (outside bleed)

ACEL Advertisement - Half Page ad

Advertisement material requirements:

File Type:
.pdf set for CMYK

Export:
300 dpi
fonts converted to outlines
Crop marks offset by 5mm

Dimensions:
Trim - 210 x 148 mm
Text safe area - 185 x 122 mm
Bleed - 5 mm

File Name:
[YourCompany] - A5 [PRINT]

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Artwork · Leaderboard Banner

570 px

LEADERBOARD BANNER
DIGITAL

1500 px

The ACEL Leaderboard are full-width landscape slider banners that appear in a rolling gallery at the top of specific ACEL webpages. These banners can be clicked through to a URL of your choosing that will open in a new window for the user.

Advertisement material requirements:
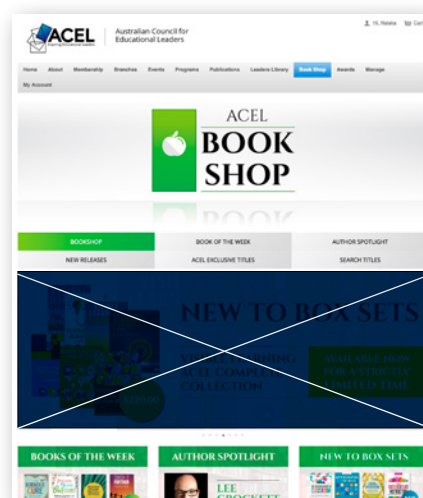
File Type:
.jpg or .png set for RGB

Dimensions:
Min 1500 x 570 pixels (Larger dpi accepted)
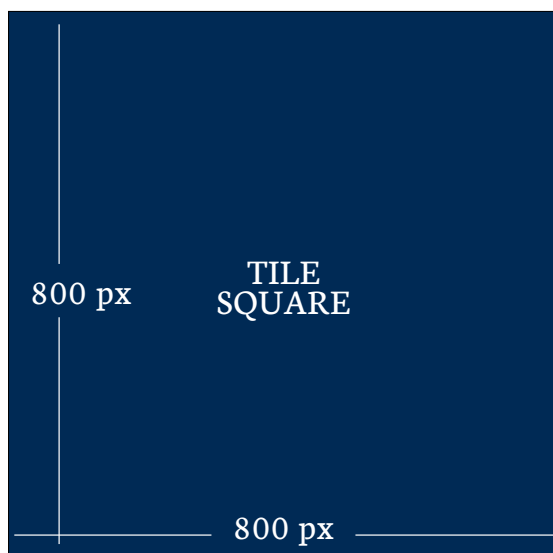
Other:
Please provide a click-through URL

File Name:
[YourCompany] - **Leaderboard**

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Artwork · Digital Tile Square

800 px

TILE
SQUARE

800 px

Digital Tile Square is a small advertisement block that will appear in the right or left pane of certain ACEL webpages, EDMs and on the event app (if applicable).

This advert will click-through to a webpage of your choice in a new window.

The banner will become full width of the webpage if the website is viewed on a mobile device or in a window less than 800 pixels.
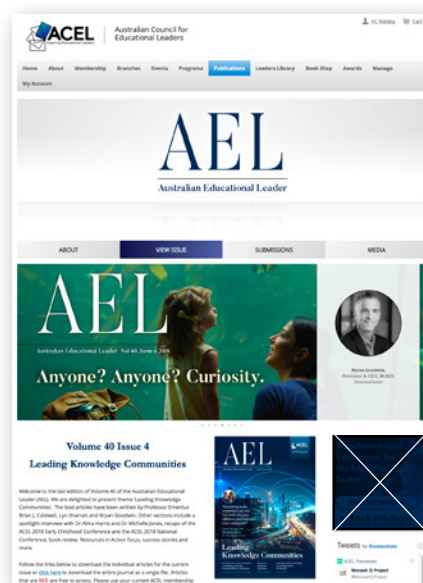
Advertisement material requirements:

File Type:
.jpg or .png set for RGB

Dimensions:
Min 800 x 800 pixels (Larger dpi accepted)

Other:
Please provide a click-through URL

File Name:
[YourCompany] - **Square**

A PO Box 876, Strawberry Hills, NSW 2012
T +61 2 8396 0800   **E** marketing@acel.org.au
acel.org.au/ael

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Artwork · Newsletter Banner

NEWSLETTER EDM BANNER

200 px

800 px

The ACEL Newsletter Banner will be placed on certain ACEL mailings. Your banner will be displayed full-width at the bottom of the selected EDM with a click-through link of your choice.

The banner will scale down for mobile devices so please ensure that text is not too small to read.
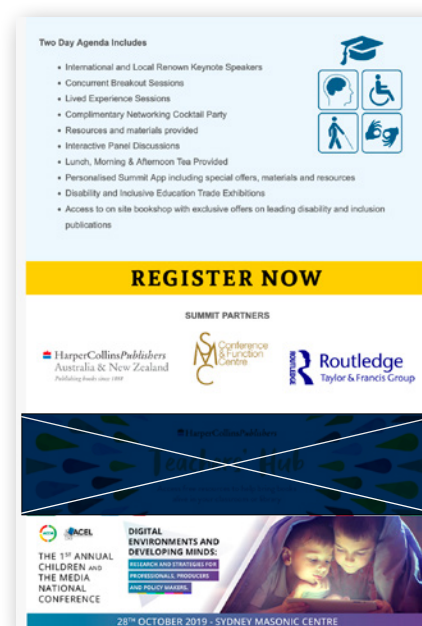
Advertisement material requirements:

File Type:
.jpg or .png set for RGB

Other:
Please provide a click-through URL

Dimensions:
800 x 200 pixels

File Name:
[YourCompany] - **Newsletter**

THE AUSTRALIAN COUNCIL FOR EDUCATIONAL LEADERS - CONNECTING YOUR ORGANISATION TO EDUCATIONAL DECISION MAKERS AND LEADERS ACROSS AUSTRALIA AND NEW ZEALAND