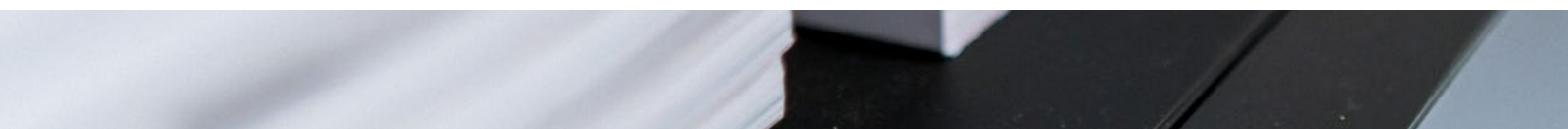# ACEL
Digital and Print Media Kit

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's purpose is to support, develop and strengthen educational leadership in current and future leaders across Australia and beyond. We are a not-for-profit learning organisation, drawing from national and global learning opportunities. Our vision is to contribute to a vibrant professional learning community, founded on a shared commitment to improve the quality of learning for all. We do this by actively supporting the development of educational leadership capabilities across Australia through our Branches, conferences, workshops, leadership programs, in-house publications, online resources and one-stop bookshop for educational leaders.
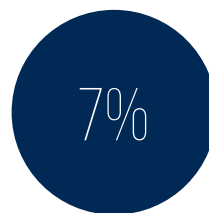
ACEL's highly regarded reputation makes it an ideal and attractive partner both locally and internationally, and is sought after by other organisations seeking to value-add and optimise their products and activities.
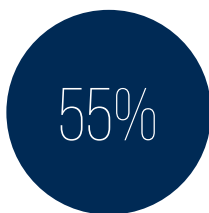
55%
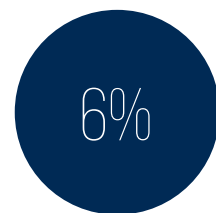of ACEL members are principals or head of campus
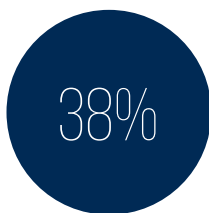
38%
are heads of department, team leaders or are in senior teaching positions

7%
are responsible for business management or providers of school consultancy services
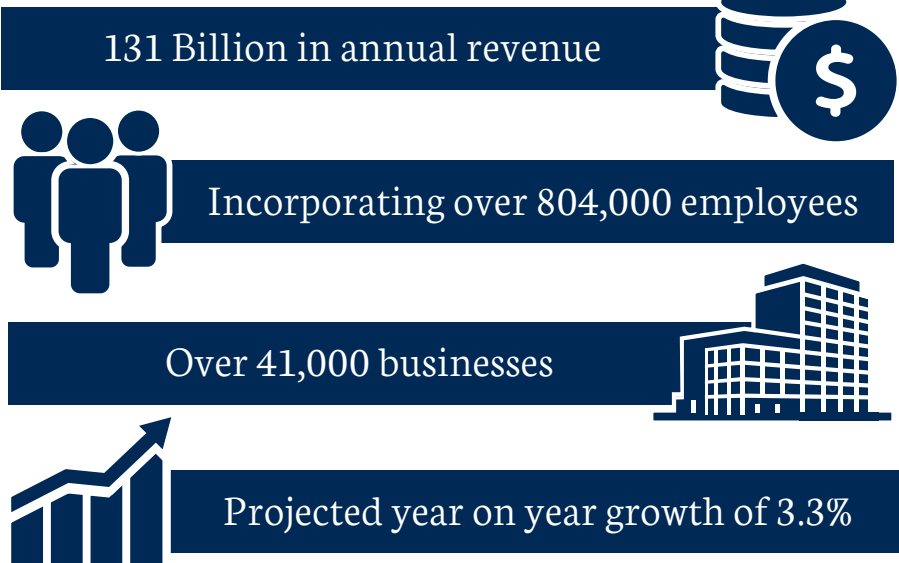
6%
are leaders in the tertiary sector

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	50,000
Unique Visitors per month to ACEL Online	30,000
ACEL Annual Event Attendees	5,000+
ACEL Direct mail Database	30,000+

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.

ACEL
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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.

Rates · AEL

Rates include both digital and print issues

Advertisement Type	Per Issue
Double Page Spread	$900
Full Page	$700
Half Page	$350
Leaderboard Banner [AEL Homepage]	$800 / per month
Digital Square Tile [AEL Homepage]	$500 / per month

all quotes costs are excluding GST

Conditions
- The publisher reserves the right to refuse any advertisement
- Advertsing material must be approved by ACEL
- 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

Rates · ACEL Digital

Digital Advertising Opportunities

Advertisement Type	Cost
ACEL Newsletter Banner	$250 per newsletter
Digital Tile Square [ACEL Homepage]	$800 per month

Rates · ACEL Bookshop

Digital Advertising Opportunities

Advertisement Type	Cost
Bookshop Newsletter Banner	$250 per newsletter
Bookshop Newsletter Spotlight	$500 per newsletter

all quotes costs are excluding GST

ACEL
Inspiring Educational Leaders
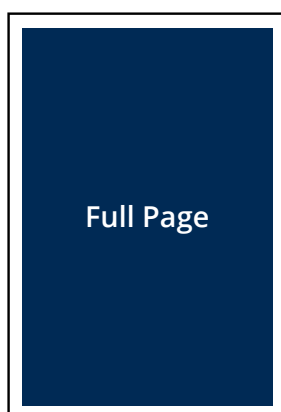
Artwork · Print

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** admin@acel.org.au
acel.org.au

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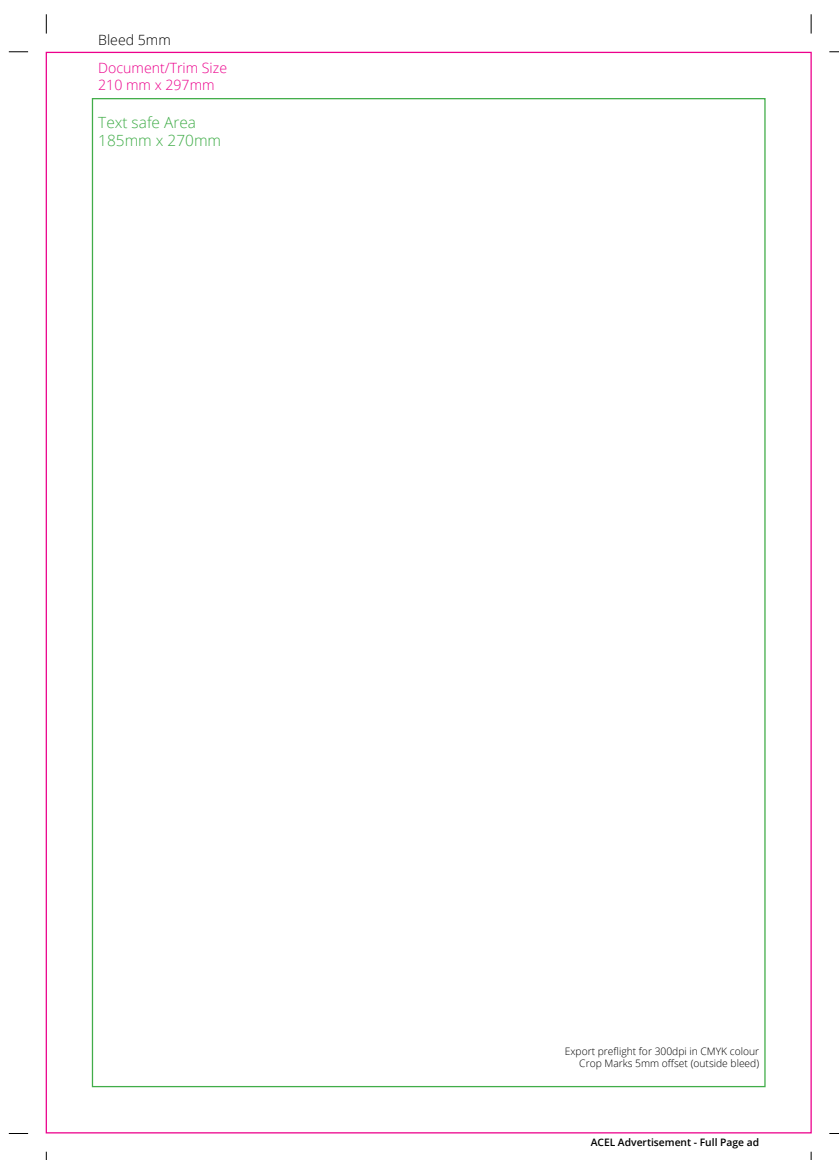Trim   210 x 297 mm
Text safe area   185 x 270 mm
Bleed   5 mm

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]

ACEL
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Artwork · Leaderboard Banner

LEADERBOARD BANNER
DIGITAL

570 px

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:
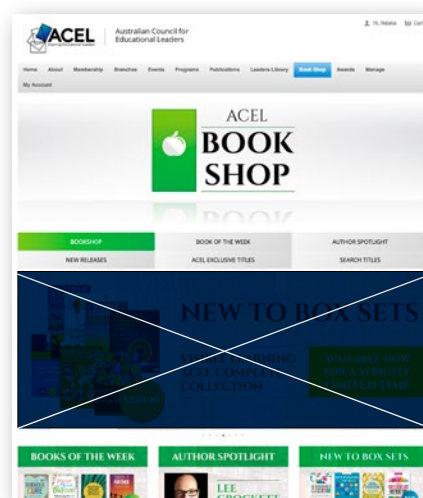
File Type:
.jpg or .png set for RGB

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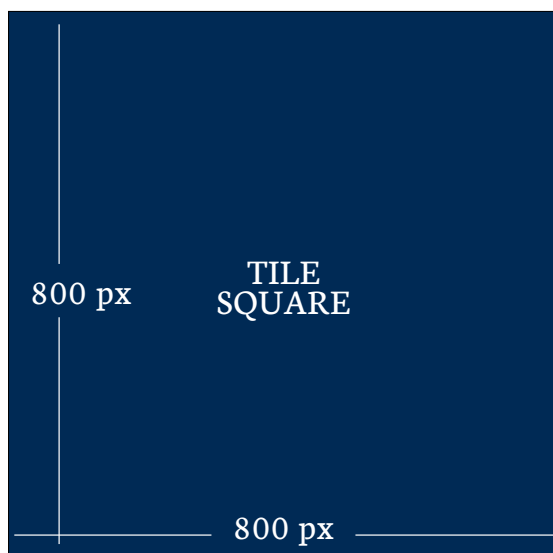
Other:
Please provide a click-through URL

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

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

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.
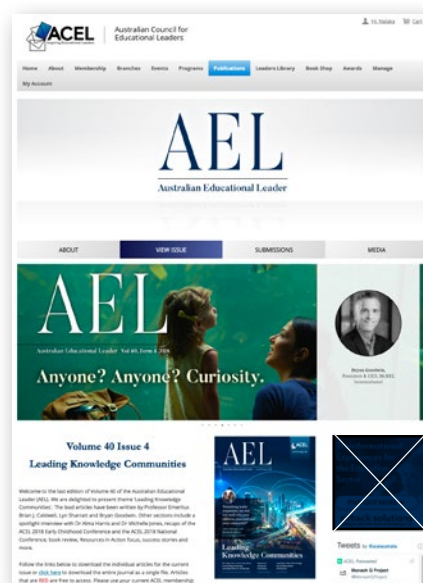
Advertisement material requirements:

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** admin@acel.org.au
acel.org.au

ACEL
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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.
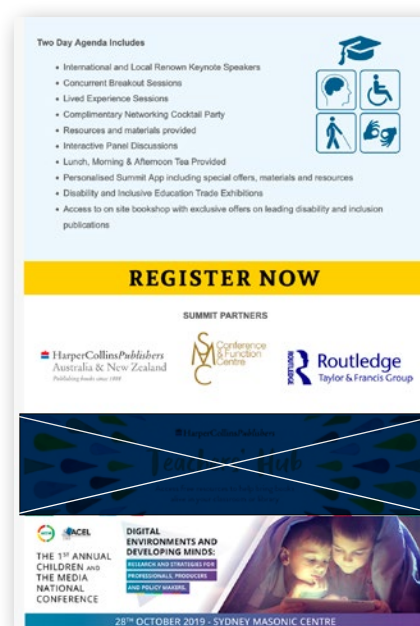
Advertisement material requirements:

File Type:
.jpg or .png set for RGB

Other:
Please provide a click-through URL

Dimensions:
800 x 200 pixels

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

ACEL
Inspiring Educational Leaders

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