



Australian Council for
Educational Leaders

MEDIA KIT

DIGITAL
AND PRINT
OPPORTUNITIES



Reach, influence & collaborate with educational leaders & decision makers via the leading organisation for educational leadership across Australia and New Zealand.

Newsletter EDM Banners
ACEL Members' Lounge
AEL Digital Journal



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.

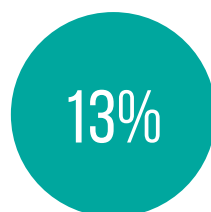
ACEL's highly regarded reputation makes it an ideal and attractive partner both locally and internationally, and is sought after by other organisations seeking to value-add and optimise their products and activities.



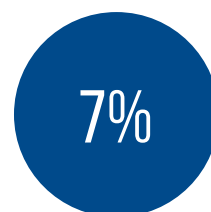
Principals, Deputy/Assistant Principals/System Leaders across Government, Independent and Catholic sectors



School Leaders including Heads of Departments, Team Leaders and people in senior teaching positions



Providers of consultancies and services for schools



Leaders in the tertiary sector

<i>Our Market</i>	
ACEL Online views per month	25,000
Unique Visitors per month to ACEL Online	15,000
ACEL Annual Event Attendees	5,000+
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.



AEL Journal

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.

Presented as a digital only publication to a readership of +4,000



Rates : AEL

Rates include both digital and possible future print issues

Advertisement Type	Per Issue
Double Page Spread	\$1,140
Full Page	\$900
Half Page	\$480

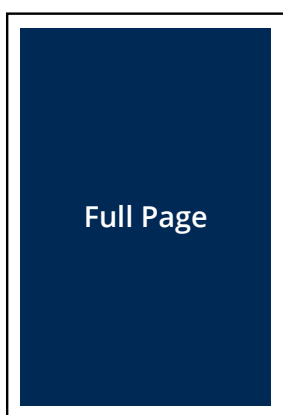
all quotes costs are excluding GST

Conditions

- ACEL reserves the right to refuse any advertisement
- Advertising material must be approved by ACEL
- Cancellation of advertisement bookings will not be accepted after the advertisement booking deadline for the issue
- ACEL reserves the right to repeat material if copy is not received by the material deadline
- ACEL will not be liable for any loss occasioned by the failure of any advertisement to appear
- ACEL retains full discretion over the placement of all advertisements within the publication
- For half page advertisements, ACEL determines both the position on the page and any accompanying advertisements that may appear alongside it



Artwork : AEL



Although AEL is currently distributed as a digital-only publication, we continue to design each issue to full print-ready standards. This ensures consistency, high-quality reproduction and flexibility for future print runs.

<i>Ad Size</i>	<i>Type area</i>	<i>Trim size</i>	<i>Bleed</i>
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

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.
- 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.

Artwork : AEL Full Page

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

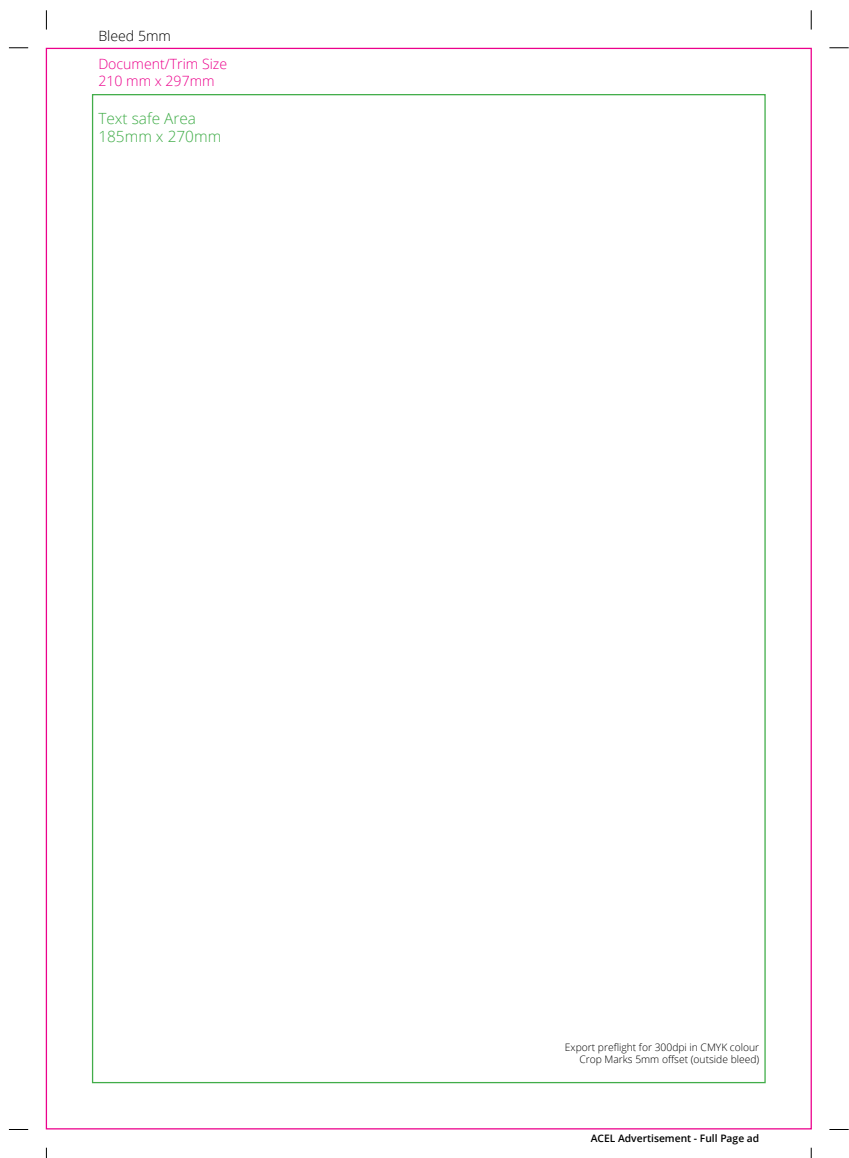
Bleed 5 mm

Other:

Portrait orientation only

File Name:

[YourCompany] - A4 [PRINT]



Artwork : AEL Half Page

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



Advertisement material requirements:

File Type:

.pdf set for CMYK

Export:

300 dpi

fonts converted to outlines

Crop marks offset by 5mm

Dimensions:

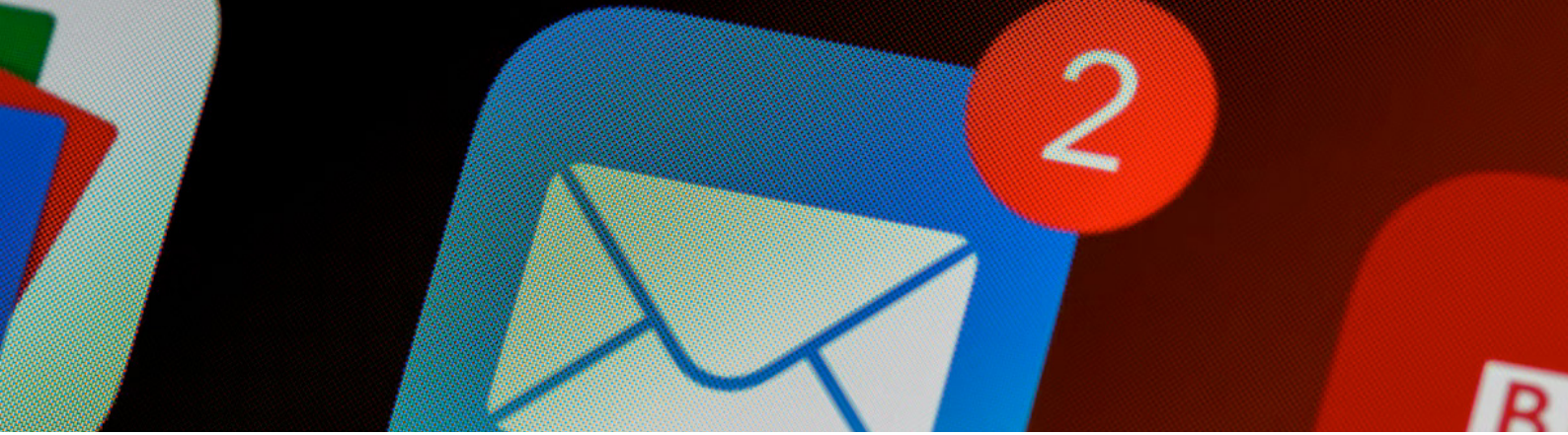
Trim - 210 x 148 mm

Text safe area - 185 x 122 mm

Bleed - 5 mm

File Name:

[YourCompany] - A5 [PRINT]



Newsletter EDMs

ACEL distributes a suite of communications that keeps educational leaders across Australia informed, connected and up to date with key developments in the sector. Delivered at consistent intervals throughout the month, these newsletters provide timely updates, professional learning opportunities, leadership insights and curated content from across the education landscape.

The weekly ACEL Newsletter is delivered mid-week and provides non-member subscribers with a concise summary of ACEL news, messages, professional learning offerings and leadership resources. It remains one of ACEL's highest-engagement communication channels and is widely utilised by educators seeking current and trusted information.

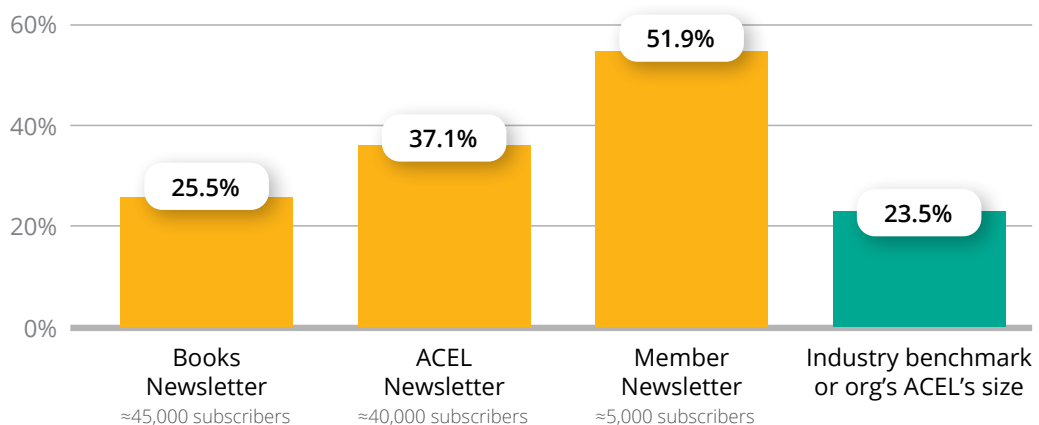
The weekly Members Newsletter delivers the same core updates but is sent exclusively to ACEL members. It highlights member benefits, exclusive resources and organisational updates that support ongoing professional development and deeper engagement with ACEL's offerings.

The Branch Newsletter is segmented by state and territory and sent in the first week of each month. It provides locally relevant updates, state-based events and messages from branch executives, strengthening ACEL's regional networks by connecting educators with activity in their area.

The Bookshop Newsletter is sent monthly to the full subscriber base and features new releases, recommended leadership titles and resources available through the ACEL Shop.

Together, these newsletters offer an effective platform for reaching educational leaders who value timely, relevant and practical information that supports their professional roles and the work of their school communities.

Open Rate Averages of ACEL EDMs 2025





Rates : Newsletter Banner

Digital Electronic Direct Mail Advertising Opportunities

Advertisement Type	Cost
ACEL Newsletter Banner Weekly EDM to ≈40,000 subscribers avg open rate 35%	\$335 per EDM
ACEL Members Newsletter Banner Weekly EDM to ≈4,000 subscribers avg open rate 50%	\$335 per EDM
ACEL Bookshop Newsletter Banner Monthly EDM to ≈45,000 subscribers avg open rate 25%	\$335 per EDM
ACEL Branch Newsletter Banner Monthly EDM segmented by state avg open rate 50%	\$335 per state / per EDM

all quotes costs are excluding GST

Conditions

- ACEL reserves the right to refuse any advertisement
- All advertising material must be approved by ACEL
- ACEL schedules newsletters within weekly distribution blocks and does not guarantee a specific send day. Branch and Bookshop newsletters are delivered in the first week of each month, while ACEL and Member Newsletters are issued in subsequent weeks.
- ACEL does not provide tracking information, analytics or click-through reports for banner placements. Advertisers are responsible for supplying a tracking URL should they wish to monitor banner performance.

Artwork : Newsletter Banner



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

Dimensions:

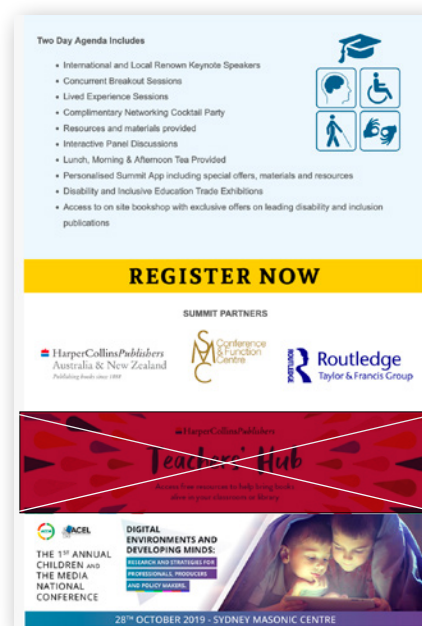
800w x 200h pixels

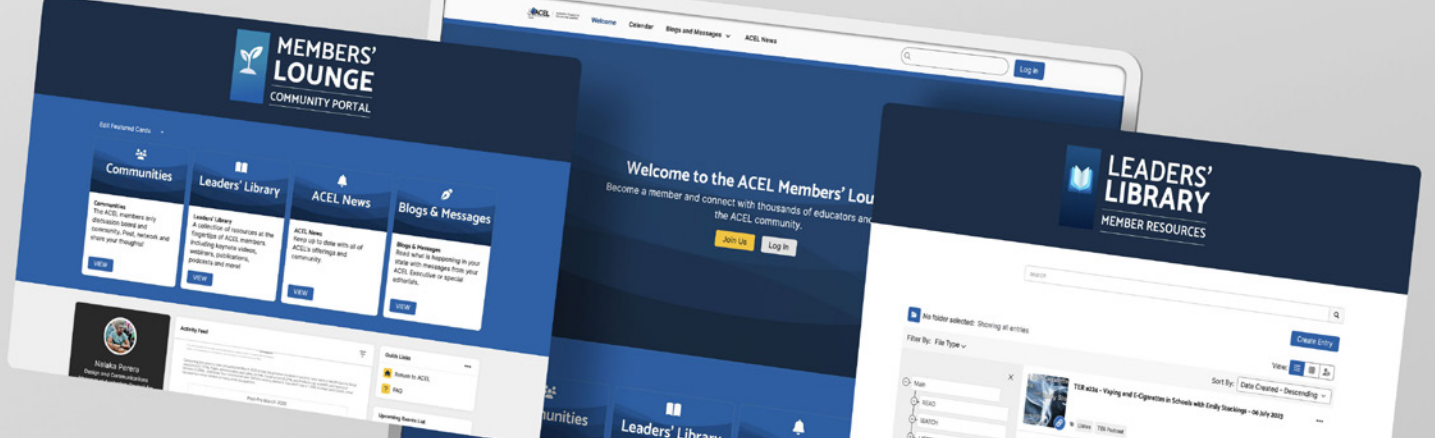
Other:

Please provide a click-through URL

File Name:

[YourCompany] - Newsletter





ACEL Members' Lounge

Be part of the newest value-add offering for ACEL Members' by advertising in the "ACEL Members' Lounge". Launched in 2023, it is a community platform that is accessible to ACEL members only. This portal features:

- **ACEL Leaders' Library** with articles, videos, podcasts and resources from experts and leaders in education gleaned from ACEL publications and events.
- **Open discussion forum** that enables members to post a question for discussion among peers and experts.
- Members directory to connect members to each other. With an internal networking, messaging, document and file sharing system.
- Featured blogs, announcements and calendars to keep members abreast of the latest news and thought-leadership articles/events.

The ACEL Members' Lounge Banner is a persistent footer banner that appears across all subpages within the Members' Lounge community platform. This placement provides continuous visibility to a highly engaged audience of educational leaders as they access discussions, resources, directories and the Leaders' Library. It offers advertisers a consistent and unobtrusive presence in a space used regularly by ACEL members for professional learning and sector connection.



**MEMBERS'
LOUNGE**

COMMUNITY PORTAL



Rates : Members' Lounge Banner

Digital Website Advertising Opportunities

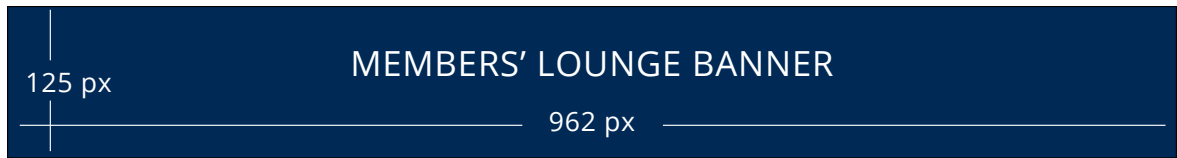
Advertisement Type	Cost
ACEL Members' Lounge Banner Footer banner carousel that appears in all subpages within the Members' Lounge.	\$300 for 14 day placement

all quotes costs are excluding GST

Conditions

- ACEL reserves the right to refuse any advertisement
- Advertising material must be approved by ACEL
- ACEL does not provide tracking information, analytics or click-through reports for banner placements. Advertisers are responsible for supplying a tracking URL should they wish to monitor banner performance.
- Banners are not exclusive to a specific advertiser and ACEL reserves the right to feature multiple banners in the same section/duration.

Artwork : Members' Lounge Banner



The ACEL Members' Lounge Banner will be placed on all subpages for the community platform. Your banner will be displayed full-width at the bottom of the platform with a click-through link of your choice, visible to all authenticated users who have signed in.

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

Dimensions:

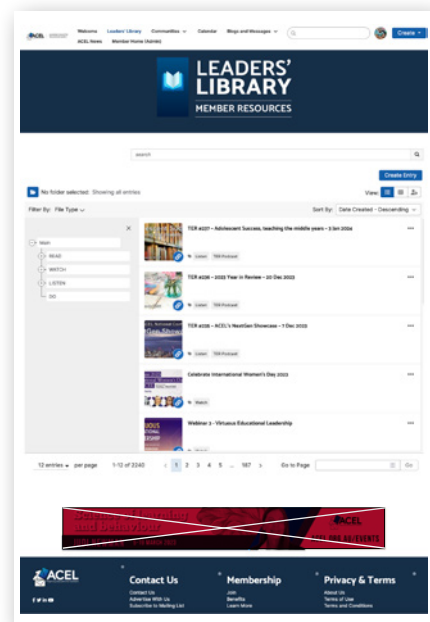
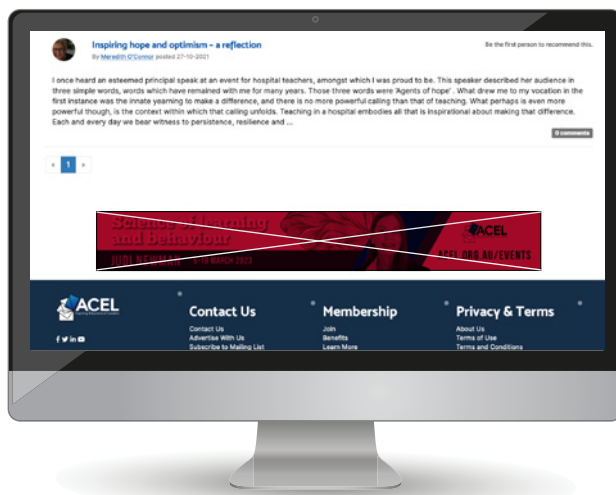
962w x 125h pixels

Other:

Please provide a click-through URL

File Name:

[YourCompany] - Members Lounge Banner





**THE
AUSTRALIAN
COUNCIL FOR
EDUCATIONAL
LEADERS -**

**CONNECTING
YOUR
ORGANISATION
TO
EDUCATIONAL
DECISION
MAKERS AND
LEADERS
ACROSS
AUSTRALIA
AND NEW
ZEALAND**

