



Advertising and Media Kit

Overview

TTA is the largest, independent professional development provider for teachers in Australia. We have been offering niche PD opportunities across all learning areas both online and face-to-face for over 9 years.

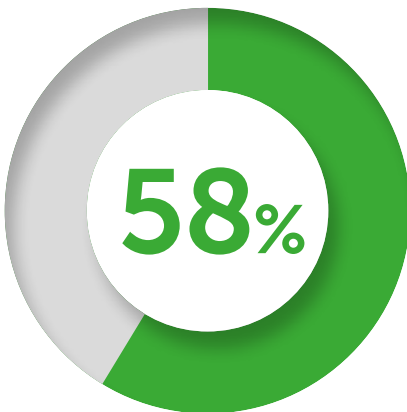
TTA provides many opportunities for organisations to promote their products, events and services to educators across Australia. With its extensive network within the education sector, TTA is ideally placed to make the right connections between your organisation and teachers across Australia.

As the no.1 provider of professional development in Australia, TTA :

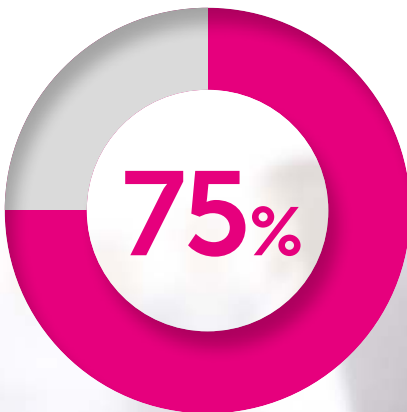
- Offers professional development to **over 6,000 educators a year.**
- Runs **over 300 accredited, high quality**, relevant and practical professional development courses,
- Is currently advertising via the TTA website, social media and distributed **electronically to over 26,000 leaders and teachers** and by print to **over 8,000 schools.**

Key Facts about TTA's Audience

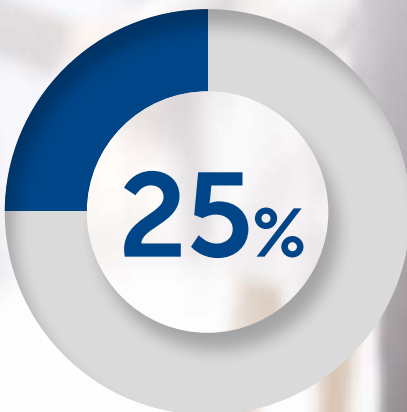
You can engage with over 26,000 classroom teachers and leaders within all Primary, Combined and Secondary schools in government, catholic and independent schools across Australia.



**of our customers are aged
between 35-54 years of age**



**of our customers
are women**



**of our
customers
are men**



Advertising with TTA

With our learning area brochures sent twice a year, our targeted email marketing sent to over 26,000 teachers every week and our user friendly website visited daily by teachers across Australia, advertising with TTA provides a fabulous vehicle for you to target educators across Australia.

1. TTA's print marketing

TTA Professional Development brochures are highly relevant to all teachers across a variety of learning areas. With a mail distribution of over 8,000, TTA reaches over 100,000 teachers, principals and support staff every year via our print marketing.

TTA's print marketing is distributed in February and July each year at key points on the academic calendar to every primary, combined and secondary school across government, catholic and independent schools in NSW, ACT, VIC, QLD and WA. Each print marketing pack contains individual learning area brochures (Maths, Science, English, Teaching and Learning – see list below in Brochure Mix) with TTA's course events, the basis of the brochure. TTA are now giving you a unique opportunity to connect with thousands of teachers across Australia.



■ Circulation of print advertising

Our print marketing is sent to all Primary, Combined and Secondary schools across NSW, VIC, QLD and WA.

Your market will be 8000 plus 10 pass-along based on most recent TTA survey.

■ Frequency of print marketing

February and July every year.

Two targeted opportunities at key points in the academic calendar.

■ Brochure mix

NSW/ACT	VIC	QLD	WA
Primary	Primary	Primary	Primary
English	English	English	Secondary
Science	Science	Science	
Mathematics	Mathematics	Technology	
Technology	Technology	Teaching and Learning	
PDHPE	Teaching and Learning	Languages	
Teaching and Learning	Languages	History and Geography	
Languages			
History and Geography			

Benefits of Advertising with TTA

- Your message will be linked to TTA which is an established, trusted brand in Australia.
- Your message will be delivered directly to a targeted niche market.
- Your message will be seen by engaged consumers who are already warm leads.

Channels to market through:

- Print Marketing
- Digital marketing

2. TTA's digital marketing

The TTA website allows teachers to refer back to courses they have interest in and find contributors by easy to use search functions.

The TTA website will allow teachers to access teaching resources and offer peer to peer support provided by experts within the field (launching late 2014).

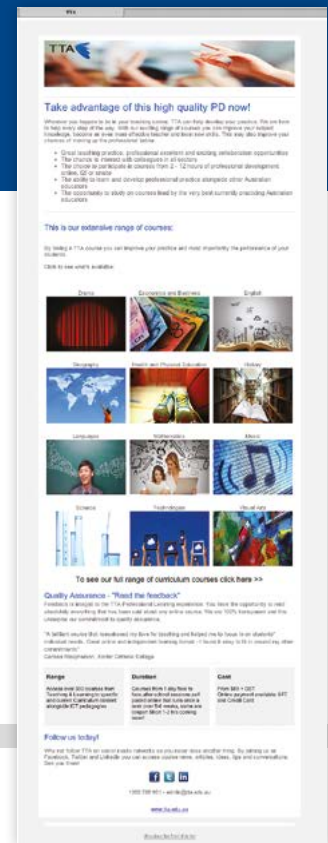
Email campaigns

Our email database comprises of over 26,000 individuals across the education sector. You can reach our extensive database in two ways -

- **Sponsor of weekly email broadcasts**
These are targeted campaigns sent to individual learning area teachers (English, Science, Mathematics etc.)
- **Exclusive e-campaign sent to the TTA database**

Video

Put your promotional video on our website and it will be seen by over 3,000 unique visitors a month. You will have a thumbnail of your video on the homepage. Advertisers must provide video material of a maximum of 5 minutes hosted on a YouTube channel.



Key digital stats for TTA

Page views per month	6,500
Unique visitors per month	3,200
Facebook subscribers	4,200

Advertising with TTA ensures that your message is delivered directly to a niche market of actively engaged consumers with a high relevance to you.

Advertising Packages

	Premium \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$4,000	Promotional Products \$2,500	Digital Starter \$1,500	Print Starter \$500
Digital Marketing							
Customised email campaign sent to our database (26,000 individuals)	✓						Starter
Promotional video hosted on TTA homepage for 1 month	✓						\$500
Promotional video promoted and shared via TTA's social media	✓						
Block advertisement included in all email campaigns for 1 broadcast (100 emails per broadcast sent to 26,000 individuals)	✓	✓	✓	✓		✓	
Print Marketing							
Full page advertisement in each brochure – This includes approx. 35 brochures	✓	✓					
Half page advertisement TTA learning area brochures			included in all brochures -approx. 35 brochures ✓	included in 6 brochures of your choice ✓			included in 1 brochure of your choice ✓
Flyer included in course notes	1000 ✓	1000 ✓	500 ✓				
Logo on 6,000 presentation folders for course participants in 2015					✓		

PREMIUM – \$25,000

- Customised email campaign sent to our database (26,000 individuals)
- Full page advertisement in each brochure – This includes approx. 35 brochures
- Promotional video hosted on TTA homepage for 1 month
- Promotional video promoted and shared via TTA's social media
- Block advertisement included in all email campaigns for 1 broadcast (100 emails per broadcast sent to 26,000 individuals)
- 1000 flyers included in course notes

GOLD - \$15,000

- Full page advertisement in each brochure – this includes approx. 35 brochures
- Block advertisement included in all email campaigns for 1 broadcast (100 emails per broadcast sent to 26,000 individuals)
- 1000 flyers included in course notes

SILVER - \$10,000

- Half page advertisement in each brochure – this includes approx. 35 brochures
- 500 flyers included in course notes
- Block advertisement included in all email campaigns for 1 broadcast (100 emails per broadcast sent to 26,000 individuals)

BRONZE - \$4,000

- 6 x half page advertisements placed in brochures of your choice
- Block advertisement included in all email campaigns for 1 broadcast (100 emails per broadcast sent to 26,000 individuals)

Promotional Product - \$2,500

- Logo on 6,000 presentation folders for course participants in 2015

Digital Starter - \$1,500

- Block advertisement included in all email campaigns for 1 broadcast (100 emails per broadcast sent to 26,000 individuals)

Print Starter - \$500

- 1 x half page advertisement placed in brochure of your choice

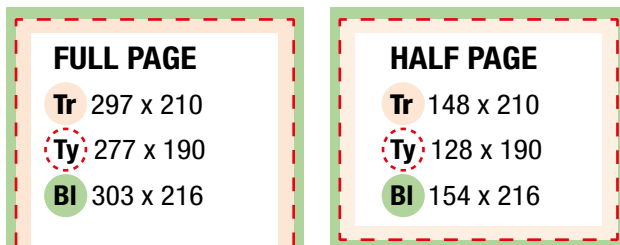


The fine print

Print technical specs

● PDF files must be supplied press ready. Artwork must be supplied as per the print specifications. All ad work is to be sent to kerriane@tta.edu.au within 24 hours of the deadline.

Print specifications (mm)



- - **Trim:** No type in this area!
- - **Type:** All type in this area!
- - **Bleed:** Printing beyond the edge of the sheet.

● Artwork to be supplied as per the sizes detailed in this media kit. Files must be 300dpi with bleed and crop marks at +5mm -5mm. No spot colours will be converted and will be converted to CMYK. All artwork to be sent to: kerriane@tta.edu.au.

Web specifications

● Email advertisements to be supplied as 600 x 300px as a jpeg.

Print deadline

● Booking and artwork to be received by print deadline as below:

July 2014 print publication: 14th June 2014
February 2015 print publication: 19th Dec. 2014

Cancellations

● There is a 50% cancellation fee if the booking is cancelled within 48hours of the booking deadline. Cancellations after the booking deadline will be charged 100% of the agreed rate. All cancellations must be provided in writing to kerriane@tta.edu.au.

Disclaimer

● Modifications to supplied advertising material are not possible.
● No responsibility will be taken for print colour reproduction, no will proofs be provided before print.

To begin advertising with TTA, please contact Michelle Chuawiwat at marketing@tta.edu.au or 1300789961

Booking Form



Return to marketing@tta.edu.au

Company Name

Contact Name

Company Address

Phone Number

Fax number

Email address

Package	Premium	Gold	Silver	Bronze	Promotional Products	Digital Starter	Print Starter
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Total cost

Name and Signature

Terms and Conditions

- The advertiser shall pay TTA the advertising fee upon invoice from TTA unless otherwise agreed.
- There is a 50% cancellation fee if the booking is cancelled within 48hours of the booking deadline. Cancellations after the booking deadline will be charged 100% of the agreed rate. All cancellations must be provided in writing to marketing@tta.edu.au