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**A good education  
changes people.  
A good teacher  
changes the world.**

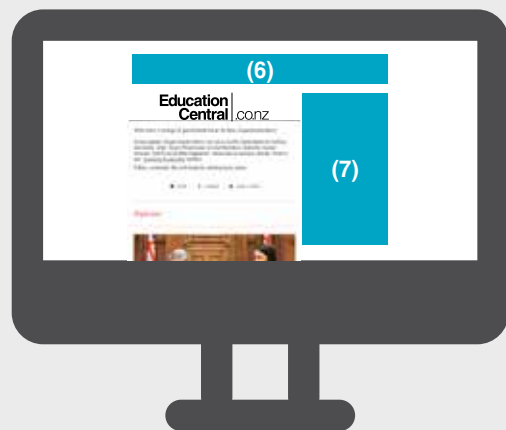
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**2021 MEDIA KIT**

**Education  
Central** | Pokapū  
Mātauranga

# DIGITAL SPECIFICATIONS



## WEBSITE DISPLAY ADVERTISING AND CONTENT MARKETING

Advertisement type	Dimensions	1 Week	1 Month	3 Months
Top banner (1)	728px(w) x 90px(h)	\$920	\$2,950	\$7,700
Body banner (homepage only) (2)	728px(w) x 90px(h)	\$700	\$2,240	\$5,580
Sidebar skyscraper (3)	300px(w) x 600px(h)	\$1,100	\$3,150	\$8,050
Sidebar MREC (4)	300px(w) x 250px(h)	\$920	\$2,950	\$7,700
Skins/side panels (5) (desktop only)	160px(w) x 900px(h)	\$2,000	-	-
MREC in article	300px(w) x 250px(h)	\$920	\$2,950	\$7,700
Banner above or below post content	728px(w) x 90px(h)	\$650	\$1,750	\$3,000
Pop-up advert		\$1,500	POI	POI
Sponsored article		-	\$2,000	-
Education events package <ul style="list-style-type: none"> <li>Sponsored article on <i>EducationCentral.co.nz</i> with link to ticket sales page</li> <li>Event listing on <i>EducationCentral.co.nz</i></li> <li>Boosted Facebook post promoting the event</li> </ul>		-	\$2,500	-
Recruitment listing		-	\$450	-

For campaign schedules – POI

## EDM ADVERTISING

Advertisement type	Dimensions	Pricing
Leaderboard (6)	560px(w) x 120px(h)	\$1,750
Skyscraper (7)	160px(w) x 560px(h)	\$1,500
Solus/exclusive		\$3,000
Solus/exclusive, 1 week ROS advertising		\$3,500
Solus/exclusive, 1 week ROS advertising, mentioned in weekly news EDM		\$3,750

### SUPPLIED MATERIAL

Please ensure all supplied material is either a GIF or JPG, at 72dpi and in RGB mode.

### FOR IN-HOUSE DESIGN

Email your text documents with images attached.

### ADVERT DISPLAY

Three ads per location with even share display.

### RATES

All rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

### TERMS AND CONDITIONS

All advertising is booked under the current terms and conditions of NZME. <https://advertising.nzme.co.nz/terms-conditions-credit-criteria>

## DIGITAL STATISTICS

1 January to 30 June 2020

### WEBSITE

- Users: 77,648
- Page views: 129,212
- Sessions: 97,541
- Male 26% / Female 74%
- 25 - 44 year olds 45%


### FACEBOOK


- Follows 6,542

### EDM NEWSLETTERS

- 3,906 subscribers
- 29.3% open rate
- 9.1% click through rate

## FIND OUT MORE

Advertising  [jill.parker@nzme.co.nz](mailto:jill.parker@nzme.co.nz)

 04 915 9798

Or contact your local NZME media specialist

