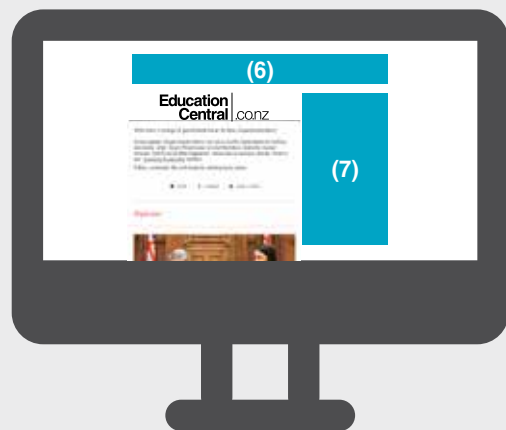

**A good education
changes people.
A good teacher
changes the world.**



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)	970px(w) x 250px(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"> Sponsored article on <i>EducationCentral.co.nz</i> with link to ticket sales page Event listing on <i>EducationCentral.co.nz</i> Boosted Facebook post promoting the event 		-	\$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 1 July 2021

WEBSITE

- Users: 64,821
- Page views: 103,511
- Sessions: 77,775
- Male 25.3% / Female 74.7%
- 25 - 44 year olds 32.96%


FACEBOOK


- Follows 7,258

EDM NEWSLETTERS

- 3,929 subscribers
- 29.3% open rate
- 9.1% click through rate

FIND OUT MORE

Advertising  jill.parker@nzme.co.nz

 04 915 9798

Or contact your local NZME media specialist

