



Premier Partner & Business Supporter
Electronic & Print Advertising Guide

Reaching Senior Decision Makers In
Skills Training & Higher Education

Benefit Guide

ITECA Premier Partner & Business Supporter

The Independent Tertiary Education Council Australia (ITECA) offers your organisation to reach senior executives across the skills training, higher education, and international education sectors. To achieve this, **ITECA Premier Partners** and **ITECA Business Supporters** have access to a range of benefits.

This guide is designed to ensure that your organisation takes-up some of the key marketing and promotional activities.

Being Proactive Is The Key

Developing new business is best achieved when **ITECA Premier Partners** and **ITECA Business Supporters** adopt a proactive role in actively engaging with members across the skills training and higher education sectors. By taking up the opportunities, the increased profile will help cultivate valuable relationships that can drive growth and success.

Embracing the marketing and advertising benefits available to **ITECA Premier Partners** and **ITECA Business Supporters** presents a golden opportunity to elevate your company's profile within the skills training and higher education sectors. This strategic move not only amplifies brand visibility but also positions you to directly reach influential decision-makers. By leveraging these benefits, you can connect with key stakeholders, foster industry relationships, and ultimately, advance your business objectives while contributing to the growth and advancement of independent tertiary education.

Face To Face Marketing Activities

In addition to the print and online marketing set out in this guide, **ITECA Premier Partners** and **ITECA Business Supporters** have the opportunity to be a part of certain ITECA event such as the ITEC24 Conference, state business summits and national sector symposia. This affords your team the opportunity to meet directly with senior executives from the skills training and higher education sectors.

Your decision to take-up your benefits by strengthening relationships with providers in the skills training and higher education sectors is not only a wise business move but also a commitment to shaping the future of independent tertiary education in Australia.

We look forward to partnering with you to explore innovative ways to achieve these shared goals.

ITECA Membership – It's a great time to get involved.

Troy R Williams FIML MAICD
ITECA Chief Executive



The Next Step

To take advantage of these advertising and marketing benefits, contact the ITECA membership team via email or telephone one:

a: membership@iteca.edu.au
t: 1300 421 017

Be sure to supply the artwork in the specified format as this will ensure the timely and quality reproduction of your advertisements.



Download The Exclusive Logo

- Benefit:** Access to the exclusive ITECA Business Supporter or ITECA Premier Partner logo to display on your marketing and corporate literature including brochures, websites and on your email footer
- Eligibility:**
- Business Supporter: Specially designed "ITECA Business Supporter" logo.
 - Business Supporter Plus: Specially designed "ITECA Business Supporter" logo.
 - Premier Partners: Specially designed "ITECA Premier Partner" logo.
- Specifications:**
- Format: Available as a .eps or .png file
 - Access: Download from www.iteca.edu.au/logo



Email Marketing

- Benefit:** An advertisement placed on emails distributed to providers in the skills training, higher education, and international education sectors. The advertisement appears towards the bottom right-hand side of the email.
- Eligibility:**
- Business Supporter: Minimum of one advertisement per quarter.
 - Business Supporter Plus: Minimum of one advertisement per month.
 - Premier Partners: Minimum of one advertisement per fortnight.
- Specifications:**
- Size: 275px wide by 310px high
 - Format: RBG .png or .jpg file



Social Media Advertising

- Benefit:** There are more than 10,000 professionals from the skills training, higher education, and international education sectors that follow ITECA on social media. Promote your business by placing an advertisement (with link) on LinkedIn, Facebook, Twitter.
- Eligibility:**
- Business Supporter: Minimum of two advertisements per year.
 - Business Supporter Plus: Minimum of one advertisement per quarter.
 - Premier Partners: Minimum of one advertisement per month
- Specifications:**
- Fixed Image Format: RBG .png or .jpg file measuring 1,500px wide by 500px high
 - Video Format: MP4 file at 1,920px wide by 1,080px high



Supplier Directory Listing

- Benefit:** The ITECA website offers your organisation to list their business on the directory of suppliers to skills training, higher education, and international education providers.
- Eligibility:**
- Business Supporter: One standard entry with text, logo and link.
 - Business Supporter Plus: One standard entry with text, logo and link.
 - Premier Partners: One premium placed entry entry with text, logo and link.
- Specifications:**
- Logo Image & Format: Logo to be supplied as a CMYK .eps file.
 - Accompanying text: 120 characters (maximum) for the accompanying text.



ITECA Australia Magazine Advertising

- Benefit:** Advertising in the ITECAustralia Magazine that's distributed electronically to more than 10,000 professionals across the skills training and higher education sectors in addition to business and government stakeholders.
- Eligibility:**
- Business Supporter: 10% discount of paid advertisements
 - Business Supporter Plus: Two third-page advertisements per year
 - Premier Partners: Four full page advertisements per year (one per edition)
- Specifications:**
- Third Page: High-resolution .png measuring 192mm wide by 99mm high
 - Full Page: High-resolution .png measuring 210mm wide by 297mm high



The Independent Tertiary Education Council Australia (ITECA) is the peak body representing independent providers in the skills training, higher education, and international education sectors.

Independent RTOs cater to more than 89% of the 4.5 million students in skills training, and independent providers support around 10% of the 1.6 million students in a higher education awards program.

ITECA's members are united, informed and influential. They set our agenda, fund our activities, and directly benefit from the results.

ITECA Membership – It's a great time to get involved.

www.iteca.edu.au



ITECA Nationwide
t: 1300 421 017
f: 1300 421 018

ITECA National Office
a: GPO Box 450, Canberra, ACT, 2601
e: enquiry@iteca.edu.au

ITECA Australian Capital Territory
a: GPO Box 450, Canberra, ACT, 2601
e: act@iteca.edu.au

ITECA New South Wales
a: GPO Box 1493, Sydney, NSW, 2001
e: nsw@iteca.edu.au

ITECA Northern Territory
a: GPO Box 1405, Darwin, NT, 0801
e: nt@iteca.edu.au

ITECA Queensland
a: GPO Box 1182, Brisbane, QLD, 4001
e: qld@iteca.edu.au

ITECA South Australia
a: GPO Box 1547, Adelaide, SA, 5001
e: sa@iteca.edu.au

ITECA Tasmania
a: GPO Box 411, Hobart, TAS, 7001
e: tas@iteca.edu.au

ITECA Victoria
a: GPO Box 1939, Melbourne, VIC, 3001
e: vic@iteca.edu.au

ITECA Western Australia
a: PO Box Z5349, St Georges Terrace, Perth, WA, 6831
e: wa@iteca.edu.au

LEADERSHIP EXCELLENCE PROFESSIONALISM