

Reach almost 85 000 Queenslanders every fortnight

Electronic payslips are distributed via email to all Department of Education and Training staff fortnightly. Now the department is offering your organisation an opportunity to advertise via payslips to this highly targeted and statewide audience.

Advertisements will be placed in the body of the fortnightly payslip email and can include a hyperlink to your organisation's website. With only one commercial advertisement published each payslip cycle, your advertisement will be highly visible with optimisation for desktop, mobile and tablet devices. The addition of hyperlinks guarantees easy access to further information on your organisation or service. Only one advertisement per payslip is offered each fortnight, offering exclusive distribution and exposure for your organisation.

Why advertise in DET payslips?

- fortnightly distribution
- includes hyperlink to your organisation website
- distributed almost 85 000 DET staff throughout Queensland
- exclusive placement as only one advertisement appears per payslip email

Contact

To enquire about DET employee payslip advertising opportunities, please contact:

Angela Brackley, Executive Officer

Telephone: 07 332 86641

Email: angela.brackley@dete.qld.gov.au

Advertising rate:

- \$5500 (inc GST) for one advertisement in the DET Employee Payslip Email for the fortnight of booking

Advertising specs:

- 500 pixels wide x 320 pixels high @72 dpi
- 200kb max
- The word 'Advertisement' to be placed on the top and centred
- Font in 12pt, Times New Roman
- PNG or JPEG file format only
- Advertisements booked on a fortnightly basis

Copy deadline:

- Wednesday COB preceding fortnightly publication (pay week)

Example

