



**ENERGY  
BREAKTHROUGH**  
2018 MARYBOROUGH, VICTORIA



# ADVERTISING INFO KIT

SHOWCASE YOUR BRAND AND STAND OUT FROM THE CROWD

THE ENERGY BREAKTHROUGH  
IS THE ONLY PROGRAM-EVENT  
WHERE YOU CAN SHOWCASE  
YOUR BRAND AND CONNECT  
WITH AN **23,000+** EDUCATION-  
FOCUSED, SCHOOL-COMMUNITY  
AND ACTIVE-OUTDOOR  
AUDIENCE ANNUALLY.

# PROGRAM-EVENT OVERVIEW

## ABOUT US

THE ENERGY BREAKTHROUGH IS AUSTRALIA'S PREMIER SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM), ACTIVE LEARNING PROGRAM AND REGIONAL EVENT.

We inspire young Australians to embrace learning, be creative and innovative, and drive change through the power of collaboration; to celebrate human endeavour and achievement, to respect and care for the environment and our communities.

## VISITOR REACH

Held annually since 1991, the Energy Breakthrough is one of Australia's longest running and most successful extracurricular primary and secondary activities. The four day event attracts:

- 23,000+** visitors
- 14,500+** spectators
- 8,500+** direct participants
- 56%** female and **44%** male visitors
- 4,400+** female participants
- 20%+** increase of all-female teams year-on-year.
  
- 900+** teachers
- 370+** teams
- 160+** schools  
(**90+** primary and **70+** secondary)
  
- 700+** volunteers
- 16,100+** Energy Expo visitors
- 6000+** onsite campers

## TARGETED AUDIENCE

- 36%** of visitors aged under 25 years
- 10%** of visitors aged 25-34 years
- 20%** of visitors age 35-44 years
- 34%** of visitors age 44-74 years

- 30%** from Metropolitan
- 60%** from Regional Victoria
- 8%** from Maryborough
- 2%** from Interstate

- 97%** satisfied to highly satisfied rating
- 70%** exceeded expectations rating
- 86%** intending to return to next event

## SOCIAL MEDIA

- 7,600+** Facebook followers
- 2,000+** Instagram followers
- 2,000+** Online subscribers
- 35,000+** Online users
- 180,000+** Online views per year

## OFFICIAL EVENT GUIDE

Advertising in the official Event Guide can reinforce your brand presence and reach at the event and engage with a targeted audience. We distribute **10,000+** copies during the event. Limited spaces.

## SPECIFICATIONS, SIZE, DISTRIBUTION

**Specs:** 36+ pages, full colour, gloss finish

**Size:** H: 210mm x W:150mm

**Distribution:** 10,000+ each event

## READERSHIP PROFILE

23,000+ visitors

14,500+ spectators

8,500+ direct participants

56% female and 44% male visitors

4,400+ female participants

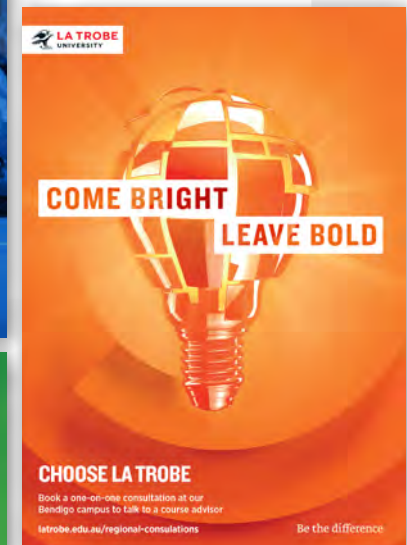
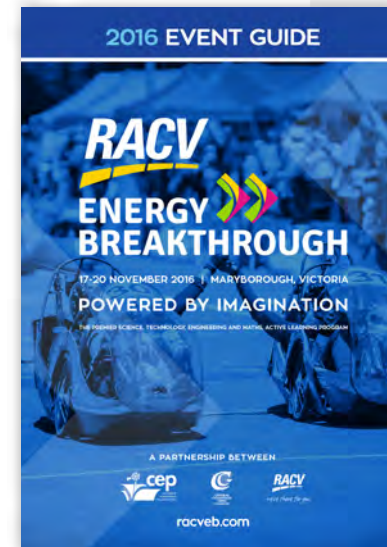
36% of visitors aged under 25 years

10% of visitors aged 25-34 years

20% of visitors age 35-44 years

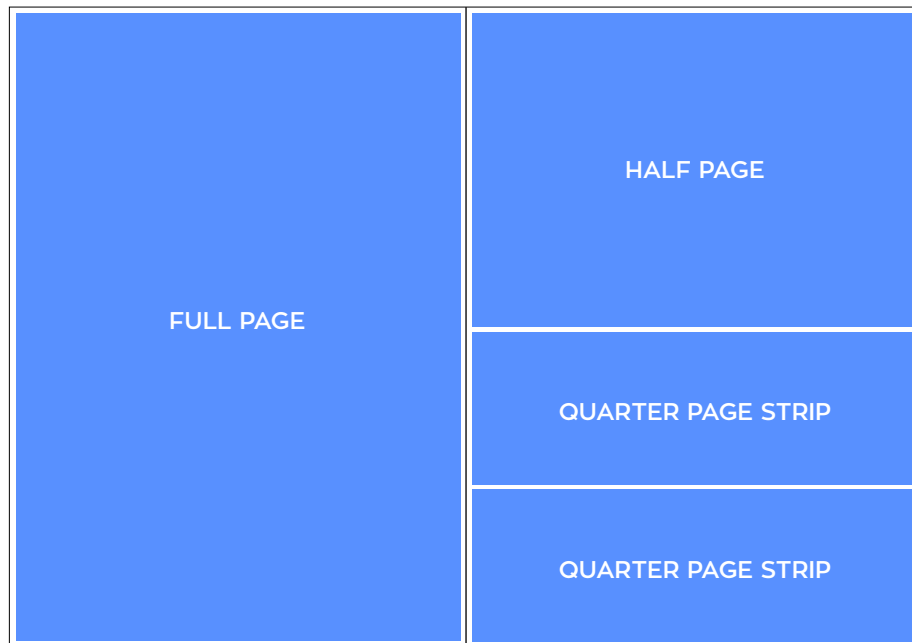
34% of visitors age 44-74 years

**10,000+**  
Copies distributed  
each event



## ADVERTISING SPECS AND DEADLINES

We distribute **10,000+** copies during the event. Limited spaces available. With only limited space available, advertising will ensure your brand stands out from the crowd.



## SIZES, SPECIFICATIONS AND PRICES

SIZE	SPECS	PRICE*
Double Page	H: 210mm x W: 150mm	<b>\$1,500</b>
Full Page	H: 210mm x W: 150mm	<b>\$1,000</b>
Half Page	H: 105mm x W: 150mm	<b>\$500</b>
Quarter Page	H: 52.5mm x W: 150mm	<b>\$250</b>
Design & Artwork Fee	Supply all relevant assets	<b>\$250<sup>†</sup></b>

*Important: Please supply all logos, branding, images, fonts and copy.*

## DATES AND DEADLINES,

Booking Deadline: 29 September 2017

Artwork Deadline: 31 October 2017

## ARTWORK REQUIREMENTS

Finished artwork to be supplied as high-res PDF or EPS only.

All images must be 300dpi at 100%

Email artwork to Alisha Chadwick on [AlishaC@cgoldshire.vic.gov.au](mailto:AlishaC@cgoldshire.vic.gov.au)

\*All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply.

<sup>†</sup> Design Fee is not a stand-alone item and is only applicable in addition to bookings requiring the ad artwork to be produced by the Event Designer. Includes one round of edits only.

## WEBSITE ADVERTISEMENT

Advertising on our official website places your brand in front of a targeted audience and can increase your brand awareness and reach throughout the year. Our website receives **35,000+** online users and **180,000+** views per year in the lead up to each event. An advertisement on our official website runs for 4 weeks.

## IMAGE SIZE AND SPECIFICATIONS

Website Advertisement: W-940 x H-403 pixels, 72 ppi

Thumbnail Image: Size: W-180 x H-138 pixels, 72 ppi

## DATES AND DEADLINES, ARTWORK REQUIREMENTS

Booking Deadline: 4 weeks prior

Artwork Deadline: 2 weeks prior

Cancellation Deadline: 3 weeks prior

Artwork requirements: Supply as layer PSD file with fonts included

Email artwork to Warren Michael on [warrenm@racveb.com](mailto:warrenm@racveb.com)

## INDICATIVE PRICE:

**\$1,250** per advertisement\*

35,000+  
online users  
180,000+  
visits per year



WEBSITE ADVERTISEMENT

Size: W-940 x H-403 pixels



THUMBNAIL

Size: W-180 x H-138 pixels

\*All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply. Depending on placement and duration. Discounts apply for multiple advertisements.

## E-NEWSLETTER ADVERTISEMENT

Advertising on our official E-Newsletters gives your brand access to a targeted audience and can increase your brand awareness throughout the year prior to the event. We currently have **2,000+** subscribers and counting. An advertisement on our official E-Newsletter runs weekly for 4 weeks.

## IMAGE SIZE AND SPECIFICATIONS

IMAGE SIZE: W-510px x H-280 pixels, 72 ppi

MAXIMUM FILE SIZE: 1MB

FORMAT: Use PNG or JPG format

COLOUR MODE: RGB

LINK: You must provide a hyperlink. Default hyperlink to the Promotions & Offers page on our official website.

## DATES AND DEADLINES, ARTWORK REQUIREMENTS

Booking Deadline: 4 weeks prior

Artwork Deadline: 2 weeks prior

Cancellation Deadline: 3 weeks prior

Artwork requirements: Supply as layer PSD file with fonts included

Email artwork to Warren Michael on [warrenm@racveb.com](mailto:warrenm@racveb.com)

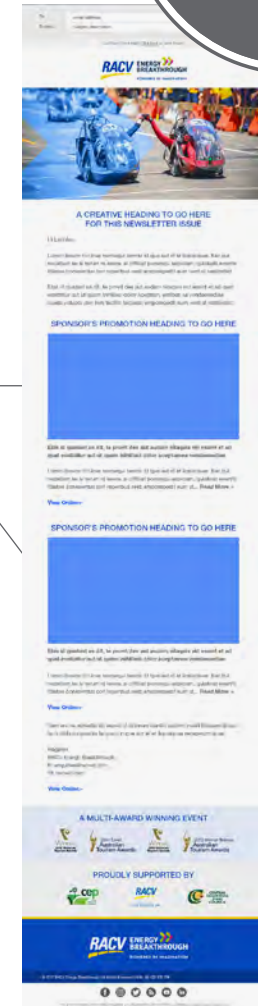
## INDICATIVE PRICE

**\$1,250** per advertisement / per issue\*

2,000+  
E-Newsletter  
subscribers

E-NEWSLETTER  
ADVERTISEMENT

W-510 x H-280 pixels, 72 ppi,  
including hyperlink.



\*All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply. Depending on placement and duration. Discounts apply for multiple advertisements.

## FACEBOOK ADVERTISING

Advertising on our official Facebook page can increase your brand awareness, reach and engagement throughout the year prior to the event. Currently we have **7,600+** Facebook followers. An advertisement on our official Facebook page runs for 4 weeks.

### AD TYPES, IMAGE SIZE & SPECIFICATIONS

We offer 5 different types of Facebook ads to choose from:

- **Single image:** W-1,200 x H-628 pixels, Image ratio: 1.91:1, 72 ppi  
Text: 90 characters  
Headline: 25 characters,  
Link description: 30 characters
- **Single video:** Video format: .MOV or .MP4 files are ideal,  
Resolution: 720p, Max File size: 2.3 GB,  
Max Length: 60 secs
- **Carousel:** Image size: 1,080 x 1,080 pixels, Image ratio: 1:1
- **Slideshow:** Image size: 1,280 x 720 pixels, Image ratio: 16:9, 1:1  
or 2:3. Video upload format: .MOV or .MP4 file types  
Max File size: 2.3 GB, Max Length: 60 secs
- **Canvas:** Canvas ad components: Ad unit, Photos, Tilt-to-pan  
images, Video, Carousel, Text block, Buttons, Header  
Image size: W-1,200 x H-628 pixels, Image ratio:  
1.9:1, 72 ppi.  
Video format: .MOV or .MP4 files are ideal, 720p,  
Video aspect ratio: 16:9 or 1:1, Resolution: 720p,  
Max File size: 2.3 GB, Max Length: 60 secs

**7,600+**  
Facebook  
followers

### DATES AND DEADLINES, ARTWORK REQUIREMENTS

Booking Deadline: 4 weeks prior

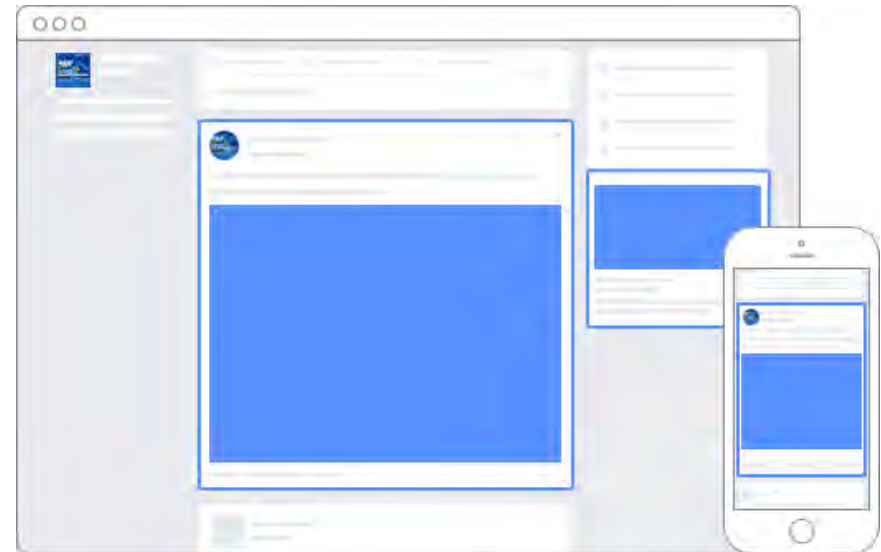
Artwork Deadline: 2 weeks prior

Cancellation Deadline: 3 weeks prior

Email artwork to Warren Michael on [warrenm@racveb.com](mailto:warrenm@racveb.com)

### INDICATIVE PRICE

**\$750** per advertisement\*



*Photo Page Post (Desktop), Link Page Post (Desktop), Photo Page Post (Mobile)*

\*All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply. Depending on placement and duration. Discounts apply for multiple advertisements.



## INSTAGRAM ADVERTISING

Advertising on our official Instagram page can increase brand awareness, reach and engagement throughout the year prior to the event. We currently have **2,000+** Instagram followers. An advertisement on our official Instagram page runs for 4 weeks

### AD TYPES, IMAGE SIZE & SPECIFICATIONS

We offer 4 different Instagram feed ad types to choose from:

- **Carousel:** Video Ads: Media: Two to ten cards  
W-600 x H-315 (landscape), H-600 pixels (square)  
Min Res: W-600 x H-600 pixels  
Max Res: W-1080 x H-1080 pixels, Format: MP4  
Aspect ratio: 1:1, Max File size: 4GB per card  
Max Length: 60 secs, Caption: 125 words  
  
Image Ads: Media: Two to ten cards  
W-1080 x H-1080 pixels, Format: JPG or PNG  
Image ratio: 1:1, Max File size: 30MB per image  
Caption: 125 characters
- **Single Image:** Landscape: W-1200 x H-628 pixels, Image ratio: 1:1  
Square: W-1080 x H-1080 pixels, Image ratio: 1:1  
Format: .jpg or .png, Max File size: 30 MB per image,  
Caption: 125 words
- **Single Video:** Landscape: W-1200 x H-628 pixels, Aspect ratio: 1.9:1  
Square: W-600 x H-600 pixels, Aspect ratio: 1:1  
Max Length: 60 secs, Max File size: 30 MB,  
Res: 720p, Frames: 30 fps, Caption: 125 words
- **Slideshow:** Image size: 1,280 x 720 pixels, Image ratio: 16:9, 1:1  
or 2:3. Video upload format: .MOV or .MP4 file types  
Caption: 125 words

### DATES AND DEADLINES, ARTWORK REQUIREMENTS

Booking Deadline: 4 weeks prior

Artwork Deadline: 2 weeks prior

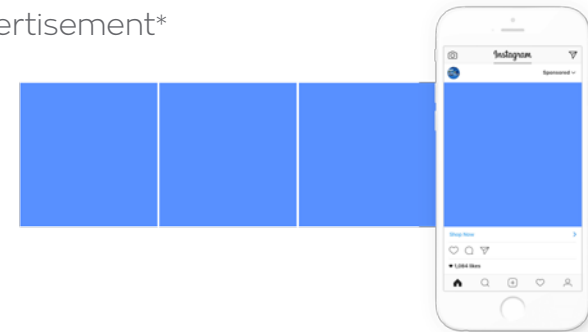
Cancellation Deadline: 3 weeks prior

Email artwork to Warren Michael on [warrenm@racveb.com](mailto:warrenm@racveb.com)

### INDICATIVE PRICE

**\$500** per advertisement\*

**2,000+**  
Instagram  
followers



Carousel Ad



Single Image Ad



Single Video Ad



Slideshow Ad

\*All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply. Depending on placement and duration. Discounts apply for multiple advertisements.

## ADVERTISING MEDIA TABLE

Official Event Guide Advertising	Reach	Indicative Price*
Official A5 Event Guide Brochure (double page)	#10,000+ distribution	\$1,500
Official A5 Event Guide Brochure (full page)	#10,000+ distribution	\$1,000
Official A5 Event Guide Brochure (half page)	#10,000+ distribution	\$500
Official A5 Event Guide Brochure (quarter page)	#10,000+ distribution	\$250
Official A5 Event Guide Brochure (Design & Artwork Fee)	-	\$250

Digital and Social Media Advertising	Reach	Indicative Price*
Website Banner Advertisement (Size TBC)	#35,000+ Online users / #180,000+ views per year	\$1,250 per advertisement
E-Newsletter Advertisement (Size TBC)	#2,000+ Online subscribers	\$1,250 per advertisement / per issue
Facebook Advertisement (Size TBC)	#7,600+ Facebook followers	\$750 per advertisement
Instagram Advertisement (Size TBC)	#2,000+ Instagram followers	\$500 per advertisement

*All prices including GST. Prices displayed are indicative only and may subject to slight changes. Please ask for an official quote for your tailored package.  
All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply. Depending on placement and duration. Discounts apply for multiple advertisements.*

*Enquire about our current statistics.*

*Updated Facebook ad and Instagram ad specs will be sent upon advertisement booking.*

# ENERGY BREAKTHROUGH ADVERTISING AND MARKETING GUIDELINES

## Advertising and Marketing Policy and Guidelines

Organisations that sponsor the Energy Breakthrough program-event have the opportunity engage with our target audience to promote their brand, product and services, but will need to follow guidelines below. The Energy Breakthrough advertising guidelines are in line with the Victorian Government Department of Education and Early Childhood Development's (DEECD), School Partnerships and Sponsorships Policy.

The following Advertising Principles should guide conversations with school councils and school communities and decision making when assessing potential advertising and marketing arrangements. Advertising Proposals must demonstrate how an organisation's advertising and marketing meets one or more of the following criteria:

- support and enhance educational programs
- support and enhance (STEM) education and the key principles of active learning
- contributes to advancement of Victorian School Curriculum and priorities
- advertiser's values, products, purposes or objectives are consistent with the Department of Education policies, values, priorities or objectives
- promote products or services that are consistent with the ethos, values and policies, of the school and its community, and the Department of Education
- support and enhance the Energy Breakthrough's goals and objectives
- increase effectiveness of the Energy Breakthrough's strategic programs
- alignment and consistent with the Energy Breakthrough's values and principles
- engages or builds relationships with key stakeholders
- communicates key messages to target audiences
- contribute directly or indirectly to the quality of students learning
- should not involve endorsement of products or services by the school or the Energy Breakthrough
- should not seek endorsement of products or services as a condition of a sponsorship
- should aim to give all schools, students and families the opportunity to participate
- should demonstrate value for money or the best possible outcome to attain products or services
- All marketing communication and materials should be clearly identified as being those of the advertiser
- Must not endorse or promote political parties, tobacco companies, gaming venues, companies involved in the sale and promotion of alcohol, companies involved in the sale or promotion of firearms
- Must not endorse or promote religious organisations or religious activities
- Must not have the primary purpose for the creation of profit
- Must not breach of the Code of Conduct for the Victorian Public Sector

All advertising and marketing proposal applications are assessed case-by-case by Energy Breakthrough Committee and Business Development Team.

*Last updated: September 2017*

# ENERGY BREAKTHROUGH ADVERTISING BOOKING FORM



## Contact Details

Full Name:	Company:	
Email:	Phone:	
Signature:	Date:	Stand No:

## Payment method (please tick)

 Visa Mastercard

Name on card:		
Card Number:		
CSV:	Expiry:	TOTAL AMOUNT:
Signature:	Date:	

## Please indicate which Event Guide advertising space/s you would like to secure below (Please tick)

AD TYPE	SPECS	PRICE*
<input type="checkbox"/> Double Page	H: 210mm x W: 150mm	\$1,500
<input type="checkbox"/> Full Page	H: 210mm x W: 150mm	\$1,000
<input type="checkbox"/> Half Page	H: 105mm x W: 150mm	\$500
<input type="checkbox"/> Quarter Page	H: 52.5mm x W: 150mm	\$250
<input type="checkbox"/> Design Fee <i>Please supply all logos, branding, images, fonts and copy.</i>		\$250

## Please indicate which Digital or Social Advertising you would like to secure below (Please tick)

<input type="checkbox"/> Website Advertisement \$1,250	Quantity:	<input type="checkbox"/> E-Newsletter Advertisement \$750	Quantity:
<input type="checkbox"/> Facebook Advertisement \$1,250	Quantity:	<input type="checkbox"/> Instagram Advertisement \$500	Quantity:

Return completed form to Alisha Chadwick on: [AlishaC@cgoldshire.vic.gov.au](mailto:AlishaC@cgoldshire.vic.gov.au)

\*All prices quoted include GST. Non-exhibitors attract a 30% loading. Conditions Apply. Cancellations will attract a 30% cancellation fee. An additional design fee is applicable to bookings requiring the ad artwork to be created on their behalf. The design fee must be added at time of booking. By signing this form, you confirm you are an authorised representative of the company listed above and you have the authority to sign. 100% full payment must be made in order to secure your advertisement booking.

## CONTACT US

# JOIN THE ENERGY BREAKTHROUGH FAMILY, PARTNER WITH US TODAY!

Showcase your brand, energise sales, engage with a targeted audience and align your brand with Australia's premier science, technology, engineering and mathematics (STEM), active learning program and event.

CONTACT US TODAY FOR MORE INFORMATION ABOUT OUR ADVERTISING OPPORTUNITIES, OR FOR A TAILORED ADVERTISING SOLUTION.

### FOR ADVERTISING ENQUIRIES

Contact: Alisha Chadwick  
Email: [AlishaC@cgoldshire.vic.gov.au](mailto:AlishaC@cgoldshire.vic.gov.au)  
Phone: 0416 208 467

Contact: Warren Michael  
Email: [advertising@racveb.com](mailto:advertising@racveb.com)  
Phone: 0416 208 467

Powered by partnerships.

## JOINT MAJOR PARTNERS



The Energy Breakthrough would not be possible without the significant support of the following sponsors:

## PROUDLY SPONSORED BY





**ENERGY  
BREAKTHROUGH**  
2018 MARYBOROUGH, VICTORIA



# THANK YOU

WE LOOK FORWARD TO SHOWCASING YOUR BRAND