

2021 – NEAS News Advertisement Requirements

Audiences:

The Audiences you can send to include Academic Managers, Principal Administrators, PEOs (CEOs etc.), Agents and Teachers.

Your message can be sent to ALL or specific audiences.

Dates:

NEAS NEWS communications are sent fortnightly.

If the date needs to change based on your business needs, please contact c.heath@neas.org.au.

Please note advertisements are being allocated throughout the year and may not be able to be changed to a specific date.

Content:

Advertisements are text based.

Graphic use is strictly limited to full text only and is subject to approval.

Content Requirements:

Electronic Direct Mail (EDM) summary text: This is the text that will appear in the NEAS News EDM Words: (10 – 35)

Full article text: This is the text that will appear in the NEAS News full post and can include 1 approved graphic element/photo etc.

Content Examples. Please see pages 2 and 3.

Example content

[Example A - Initial text on EDM advertisement](#)

University of London - Example Post

In aliquet volutpat mi. Vivamus elementum eros eget ante ornare interdum. Phasellus ornare ex at ligula iaculis eleifend. Maecenas egestas, lorem a auctor fermentum, quam metus hendrerit mauris, eu malesuada nulla odio at sem.

[Click to read more about the report here](#)

[Example A – Full text on NEAS Website](#)

University of London – Example post

This is some example text from demonstrating the use of NEAS Advertising.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In eget nunc leo. Vivamus fermentum arcu eu leo fringilla, non pellentesque mi eleifend. Vivamus a velit a mauris pulvinar vehicula ut vel nunc. Mauris at vulputate odio, vulputate tempor tortor. Nulla vitae commodo magna. Ut suscipit purus ac interdum vulputate. Quisque massa mauris, gravida at dignissim ut, interdum at nulla. Aenean nec turpis tortor. Nullam eget diam vel quam varius sagittis. Vestibulum semper velit nec suscipit maximus. Quisque non justo vitae lorem consequat fringilla.

Maecenas ultricies, libero nec consequat convallis, dui purus fringilla quam, eu condimentum lorem velit eu turpis. Pellentesque ac sapien eget odio scelerisque aliquam. Suspendisse nec tincidunt nunc. Cras mattis diam nec massa tempus, vitae consequat massa vehicula. Aliquam rhoncus sed lorem vel ornare. Etiam et tortor enim. Aliquam sagittis purus tortor, vel rutrum tellus tincidunt a. Etiam finibus orci ex, efficitur vestibulum dui accumsan et. Maecenas tristique metus eu lectus iaculis, in condimentum nulla congue.

[Click here to view the report.](#)

Example B - Initial text on EDM advertisement

Example short opener for EDM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ultrices egestas neque, eu lobortis nisl. Quisque pellentesque purus non lobortis tempor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Learn more here](#)

Example B Full text via News post on the NEAS Website (Button depends on post.)

Example Editorial with Button

Maecenas ultricies, libero nec consequat convallis, dui purus fringilla quam, eu condimentum lorem velit eu turpis. Pellentesque ac sapien eget odio scelerisque aliquam. Suspendisse nec tincidunt nunc. Cras mattis diam nec massa tempus, vitae consequat massa vehicula. Aliquam rhoncus sed lorem vel ornare. Etiam et tortor enim. Aliquam sagittis purus tortor, vel rutrum tellus tincidunt a. Etiam finibus orci ex, efficitur vestibulum dui accumsan et. Maecenas tristique metus eu lectus iaculis, in condimentum nulla congue.

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