



Voc Ed Learning Group

Advertise with VELG

and reap the rewards...

Voc Ed Learning Group (VELG) is an award-winning national leader in the provision of professional development and consulting services for registered training organisations (RTOs) in Australia.

Over the last eight years, VELG has built an excellent reputation as a leading authority on vocational education and training (VET).

VELG has an extensive database of RTOs, covering every state and territory, providing an excellent opportunity to reach thousands of VET professionals.

VELG Website

Daily traffic to the VELG website is not only regular but ever increasing. With new workshops coming on board, updates about our national conference and an extremely popular Members Section, there are plenty of reasons for VET professionals to visit our site again and again.

A 'mini-advert' will appear on our home page, with a link to either an advertorial or fuller advert, for a month. There are a maximum of three adverts randomly served on the home page. The fuller adverts are also accessible from within our website.

Advert specifications:

Mini-advert on VELG home page

- 200 x 60 pixels
- Jpeg or Gif
- Max file size 100 KB
- Link to more detailed advert

Full advert option 1

- Max 250 words
- Logo (Jpeg or Gif)
- Link to advertiser's website

Full advert option 2

- 700 x 200 pixels
- Jpeg or Gif
- Max file size 100 KB
- Link to advertiser's website

Advertising rate:

- \$300 + GST per calendar month

VELG Home page



Mini-advert



VELG E-alert

Our growing distribution list of more than 12,500 nationally means your message will be spread far and wide, whether it's about a product, resource or training program. Your advert will be sent directly to our listings on our email database either to a specific state/territory listing (including relevant VELG Members) or to our national listing (including VELG Members).

Feedback from advertiser: *I just wanted to say that the response to the advertisement was amazing – thank you very much to VELG. Many have now registered for the program.*

Advert specifications:

- Max 250 words
- Logo (Jpeg or Gif)
- Link to advertiser's website

Advertising rate:

- State/Territory listing - \$800 + GST
- National listing - \$1250 + GST

VELG E-alert - example

The example advertisement is for ANDSAM Training, a member of Voc Ed Learning Group. It promotes a 'Diploma in Quality Auditing BSB51607 - public training course dates 2010'. The ad includes the ANDSAM Training logo and contact information: 'ALL enquires should be addressed to ANDSAM Training at enquiry@andsamtraining.com.au or (02) 9593 0619.' A table lists course details for three cities: Sydney, Melbourne, and Brisbane. Fees include all face-to-face training, lunch, morning and afternoon tea, and post-course assessment and support.

	Risk Management and Compliance Covers competency units: BSBRK501A BSBCCM501B BSBCCM502B	Auditing Management Systems Covers competency units: BSBAUD501B BSBAUD503B BSBAUD504B BSBAUD402B BSBIMOR502A
Price	\$1250 (GST free)	\$1750 (GST free)
Sydney	7-8 June 6-7 September	9-11 June 8-10 September
Melbourne	7-8 June 13-14 September	9-11 June 15-17 September
Brisbane	19-20 July 11-12 October	21-23 July 13-15 October

VELG Members E-newsletter

Providing a round-up of what's hot in the ever-changing world of VET, the monthly Members E-newsletter is a popular read. VELG Membership is rising at a rapid rate, making the VELG Professional Development Membership Program an essential ingredient of a successful RTO. Your advert will appear on the front page of the newsletter with a link to an advertorial.

Advert specifications (only one ad per issue):

Front page

- 300 x 160 pixels
- Jpeg or Gif
- Max file size 100 KB

Advertorial

- Max 150 words
- Logo (Jpeg or Gif)
- Link to your website

Advertising rate:

\$200 + GST per edition

VELG Members E-newsletter - example

The example newsletter front page features a 'DIPLOMA in AUDITING' advert. The advert includes the text 'Brisbane intake now OPEN' and 'Q TRAINING'. A red arrow points from the '300 x 160 pixels' specification to the dimensions of the diploma advert. Other newsletter content includes 'Message from the Director', '2010 VELG National Conference', 'VELG workshop - latest release', 'Classifieds', 'Appointments', and 'VET News'.

2010 E-newsletter deadlines

Edition	Advertising deadline	Publication date
May	13 May	20 May
June	10 June	17 June
July	15 July	22 July
August	12 August	19 August
September	9 September	16 September
October	7 October	14 October
November	11 November	18 November
December	9 December	16 December

VELG Workshops ‘folder insert’

VELG runs hundreds of professional development workshops across Australia every year on a variety of topics relating to VET and the AQTF. People attending these workshops are VET practitioners – the ones that are live and breathe VET on a daily basis.

Our *RPL is on the Menu, what are the main ingredients?* workshop, for example, reached nearly 700 people with many of the locations selling out again and again.

One of the reasons for the popularity of VELG workshops is that we give participants the resources and templates to put their new skills into practice straight away through a hard copy Resource Folder.

Inserts in this folder offer a strategy for you to advertise current initiatives or products to all participants.

Advert specifications:

- Insert limited to two double-sided A4 pages
- Insert to be provided by organisation and sent to VELG head office

Advertising rate:

- \$500 + GST

VELG Member’s Discount

VELG Members receive a 10% discount on all advertising fees. To become a VELG Member visit www.velg.com.au

Disclaimer

All advertising must be approved by the VELG Director.

Advertising Information

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