

2025 ASBA Media Kit

▶ 1 January – 31 December 2025

Reach senior decision makers at independent schools across Australia and New Zealand.



Platinum Partners



WHO WE ARE

Empowering independent school business administrators to lead with excellence

The Association of School Business Administrators (ASBA) is the peak body representing 1,800+ business administrators at more than 1,150 independent non-government schools across Australia and New Zealand.

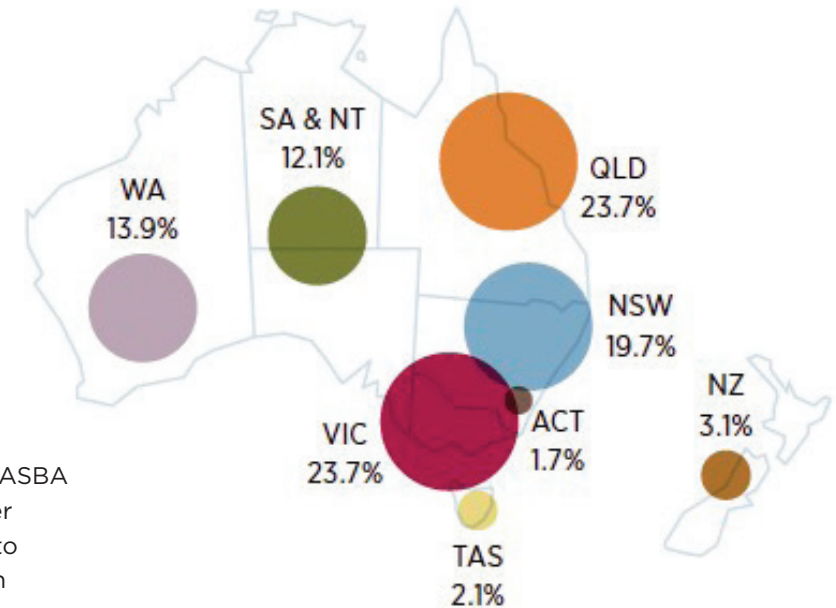
ASBA Limited is the national body, with the ASBA State and New Zealand Chapters as members and operates specialist branches for Facility Managers, Risk and Compliance, and Human Resources.

Our members are key decision makers and influencers, responsible for achieving robust corporate governance, a thriving school community and efficient business operations at their schools. They are highly engaged in the ASBA community.

2025 will be a year of significant growth for ASBA as we embark on an ambitious plan to deliver a range of exciting new initiatives designed to help our members lead with excellence. With the implementation of a new website and expanded membership opportunities, comes enhanced advertising opportunities to leverage member engagement with these new initiatives.

ASBA has put together a comprehensive range of digital and print advertising opportunities that will provide exceptional value for all types of suppliers to the independent school sector.

If you supply products and services to the sector and want to reach 1,800+ senior decision makers at independent schools, then we invite you to advertise with us.



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Mark Glover
Chair
ASBA Limited



Kathy Dickson
CEO
ASBA Limited





ASBA Learning and Development Framework

In 2025, ASBA is implementing a new Learning and Development Framework. Everything we do is designed to inspire, lead and support our members in advancing their expertise, capability and knowledge throughout their career across the following domains:

Career Stages: Emerging Leaders ▶ Established ▶ Advanced			
Robust School Governance	Governance <ul style="list-style-type: none"> Board Management School Governance Stakeholder Relationships 	Environment & Sustainability <ul style="list-style-type: none"> Environment Conservation Carbon Footprint & Environmental Impact 	Social Responsibility <ul style="list-style-type: none"> Reconciliation Diversity & Equality Human Rights
	Strategy & Innovation <ul style="list-style-type: none"> Strategic Planning Innovation Change Management 	Risk & Compliance <ul style="list-style-type: none"> Regulatory updates OH&S Risk Management Crisis Management & Disaster Recovery 	Market Insight <ul style="list-style-type: none"> Industry & Education Sector Updates Connections & Networking Market Intelligence Best Practice & Benchmarking
Thriving School Community	Leadership Development <ul style="list-style-type: none"> Conflict Management Negotiation Skills Resilience & well being Financial Literacy Project Management Professional Ethics 	People & Culture <ul style="list-style-type: none"> School Culture Employer of Choice Performance Management Recruitment Compensation 	School Community <ul style="list-style-type: none"> Student Experience Family Engagement Community Engagement Student Enrolment Business Development Marketing & social media
Efficient School Business Operations	Financial Management <ul style="list-style-type: none"> Taxation & Audit Budgeting & Reporting Investment Procurement 	Data, Technology & Security <ul style="list-style-type: none"> Cybersecurity Data Management & Privacy IT Systems Digital Transformation 	Facilities Management <ul style="list-style-type: none"> Capital Planning Safety & Security Energy, Water & Waste Management Housekeeping & Food Facilities Asset Management
ASBA Pillars: Inspire ▶ Lead ▶ Support			

REACH 1,800+ SENIOR DECISION MAKERS

Position your brand as a trusted partner in education by connecting with this influential audience.



Showcase your products and services to 1,800+ decision-makers responsible for multi-million-dollar budgets and procurement at independent schools.



Achieve strong brand exposure – strengthen your brand awareness with our members and benefit from associating your brand with our highly-respected association.



Leverage our dominant market coverage – ASBA represents more than 90% of independent schools sector in Australia and New Zealand.



HOW YOU CAN BE INVOLVED!



ASBA Digital and Print Advertising Opportunities

ASBA offers a cost-effective range of digital and print advertising opportunities to reach decision makers at independent schools across Australia and New Zealand.

Platform	Opportunity	Investment (Ex GST)	
ASBA Insights Fortnightly e-newsletter	Business showcase article (per e-newsletter)	Business Showcase	\$800
	Banner advertising (per e-newsletter)	Top Banner	\$700
		Footer Banner	\$500
ASBA Online Learning Platform	Sponsored on-demand webinar (for one year)	1 x webinar	\$2,775
		2 x webinars	\$4,995
Supplier Directory	Directory entry (per annum)	Essentials Listing	\$700
		Featured Listing	\$1,250
The Associate Magazine	Print Advertising (per edition)	Full Page	\$3,500
		Half Page	\$2,450
	Featured article (per edition)		\$4,290
Sponsored Electronic Direct Mail	One eDM to ASBA database (limit of one per month)	eDM	\$3,600

For ASBA annual partnership and sponsorship opportunities and ASBA 2025 National Conference opportunities:

**DOWNLOAD THE 2025 ASBA
PARTNERSHIP PROSPECTUS**

**DOWNLOAD THE 2025 ASBA NATIONAL
CONFERENCE SPONSORSHIP PROSPECTUS**

ASBA Insights e-Newsletter

Published fortnightly, **ASBA's Insights e-newsletter** reaches more than 1,800 subscribers and boasts an average open rate of 70%.

Business Showcase article:

Each edition features one Business Showcase - sponsored content (400 word limit) about a relevant industry issue that also ties into and promotes your services. Written in a news format, your article must contain useful information that extends beyond a promotional or advertising angle. ASBA will review all copy to ensure it meets ASBA's sponsorship and content policy.

\$800 per article per edition

Banner advertising:

Each edition includes one top and one footer banner advertisement linked to the landing page of your choice.

Top banner advertisement -
\$700 per newsletter

Footer banner advertisement -
\$500 per newsletter

Booking

Advertisements must be booked and paid for at least 10 days prior to placement.



BOOK NOW



ASBA DIGITAL ADVERTISING OPPORTUNITIES

ASBA Journal: *The Associate*

The **Associate** is the only journal published specifically for school business administrators in Australia and New Zealand. It is the leading resource for the independent education sector, showcasing articles of specific interest to members.

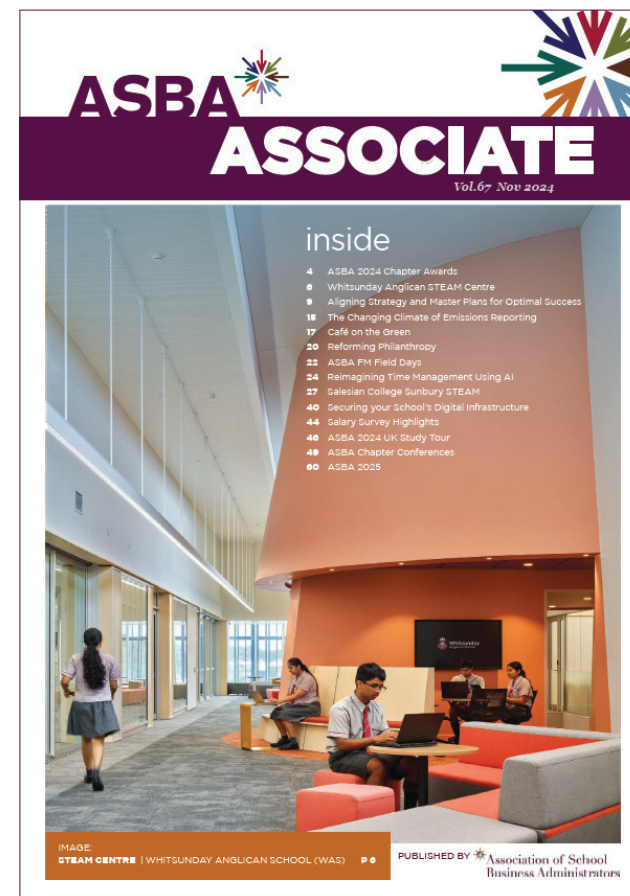
Published twice yearly in May and November, each edition reports on innovative and best practice topics, and provides a showcase for our schools and key providers on products and services at the cutting edge of educational administration.

The **Associate** targets the buyers you want to reach who are primarily responsible, amongst other responsibilities, for the purchase or products and services for their schools.

Pricing per edition:

Full Page	\$3,500
Half Page	\$2,450
Featured Article Limited to two per edition	\$4,290

BOOK NOW



Associate Print Specifications

DIMENSIONS

Full page with bleed
Trim size 297mm high x 210mm wide
Please include an additional 4mm bleed on each edge and crop marks.

Full page no bleed
Type area for advertisements that do not bleed is 267mm high x 180mm wide. Crop marks are not required unless advertisement has any undefined ambiguous edges.

Half page advertisements cannot bleed and should be supplied contained within a type area of 130mm high x 180mm wide

Crop marks are not required unless advertisement has any undefined ambiguous edges.

PRESENTATION OF MATERIAL

All advertisements must be supplied in the following format.

- High resolution Acrobat PDF
- Fonts should be converted to paths (outlined) prior to making the PDF
- All colours and colour images must be in CMYK (PDFs containing PMS colours will be rejected)
- Resolution of images should be at least 300dpi
- Material can be sent by email if smaller than 6MB
- Files bigger than 6MB but smaller than 50MB should be shared via a link in Dropbox or similar

DEADLINES

Booking Deadline
May Edition
March

Artwork Deadline
May Edition
March

Booking Deadline
November Edition
September

Artwork Deadline
November Edition
September

BOOK NOW



ASBA ADVERTISING OPPORTUNITIES

ASBA Online Learning Platform

Share deeper insights about relevant issues in key targeted learning areas with ASBA members.

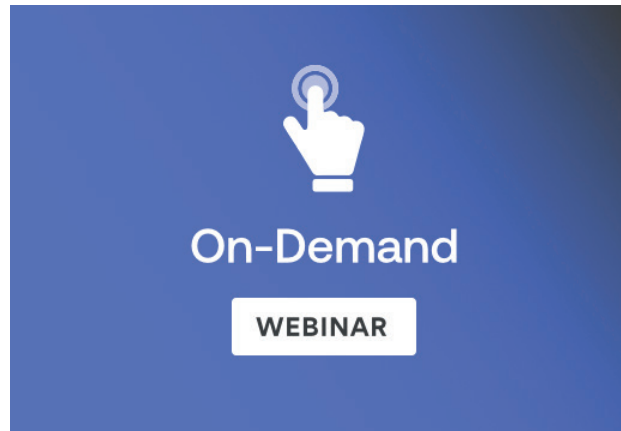
ASBA is launching a new online Learning Management System in 2025 providing online education for ASBA members aligned with our Learning and Development Framework to support their professional development.

Sponsored on-demand webinar:

If you have expertise to share with ASBA members on a topic that aligns with our Learning and Development Framework, you can provide a sponsored webinar recording for members to watch on-demand. Please note, webinars must be provided in .MP4 format. Content will be approved by ASBA to ensure compliance with our sponsorship and content policy.

1 x Sponsored webinar **\$2,775** per annum

2 x Sponsored webinar **\$4,995** per annum



BOOK NOW



ASBA Online Supplier Directory

The ASBA Supplier Directory is the only online industry-wide guide to the suppliers of products and services to independent schools in Australia and New Zealand, organised by category and available from the ASBA website.

A listing on the Supplier Directory helps your business connect with school business administrators and promote your products and services to the people who need them most. The Supplier Directory also features exclusive member discounts which will be promoted to our members.

BOOK NOW

Essentials Listing:

\$700 per annum

Your company logo, 50 word company profile, promotional video link and company contact details and website link.

Alphabetical listing in up to 2 supplier categories.

Featured Listing:

\$1,250 per annum

The Featured Listing ensures your listing is displayed at the top of your chosen category (after ASBA Platinum Partner and Special Interest Chapter Sponsor listings). There is a limit of two Featured Listings per category, and these are listed in alphabetical order.

Your company logo, 100 word company profile, promotional video link and company contact details and website link.

Priority listing in up to 3 supplier categories.



Sponsored Electronic Direct Mail

Get your message directly into the inbox of 1,800+ decision makers at independent schools across Australia and New Zealand in a sponsored electronic direct mail (eDM).

This is a great opportunity to promote a special offer to members, share your thought leadership content or invite decision makers to attend an event.

Your content must be relevant to members and comply with ASBA's Sponsorship and Content Policy. You supply the copy and any images. ASBA will set up the email and distribute on your behalf. ASBA will provide open and click through rates for each eDM sent.

There is a limit of one sponsored eDM per month, so book now to secure your spot.

\$3,600 per eDM

BOOK NOW



START CONNECTING WITH THE ASBA COMMUNITY TODAY!

Advertising Booking

Click on the link below to book your chosen advertising opportunity, and we will be in touch to confirm availability and arrangements.

BOOK NOW



If you would like to discuss how becoming an ASBA advertiser could support your sales and marketing objectives in 2025, or have any questions about the partnership opportunities or application process, please contact:

ASBA Chief Executive Officer, Kathy Dickson

Email: ceo@asba.asn.au

Mobile: **+61 413 484 303**

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ASBA Partner Code of Conduct

This Code of Conduct outlines the ethical standards and expectations for ASBA partners, sponsors and advertisers. By adhering to this code, partners contribute to a respectful and professional environment within the ASBA community.

Ethical Behaviour

ASBA partners are expected to promulgate the highest standards of ethical behaviour both within their businesses, the ASBA community and the wider community generally. Partners must treat each other, ASBA Limited employees and volunteers, ASBA members, ASBA service providers and the broader community fairly and respectfully and regardless of their background. Partners must comply with the relevant ASBA policies and all Australian and New Zealand laws and regulations. Partners must not infringe ASBA's trademarks and other intellectual property rights.

Confidentiality

Partners will not disclose any confidential information acquired in the course of its ASBA partnership, whether or not still employed by their organisation, except when legally obliged to do so.

Privacy

Partners are encouraged to interact professionally with attendees at ASBA events and build business relationships with members over time. Any information about members or event attendees provided on ASBA registration lists or gathered by partner representatives at ASBA functions must not be added to partner lists or databases, unless consent has been provided. Partners must comply with any applicable privacy legislation in relation to the personal information it collects and holds.

Honesty

ASBA partners must be honest in their dealings with ASBA and its members. Partners must not make any false representations in connection with any dealings with ASBA or its members including, but not limited to, misrepresentations of facts associated with their products or services or their relationship with ASBA. Becoming an ASBA partner does not mean that ASBA endorses or recommends partner products or services. ASBA members are not obligated to consider or select ASBA partners as suppliers.

Compliance with the Code

Partners, members and any others involved with the ASBA community may report any unethical practices or inappropriate behaviour by a Partner to the ASBA Limited CEO for investigation and resolution. ASBA may also audit compliance with this Code or appoint a third party to conduct an audit or investigation. ASBA may then take any action it deems appropriate, including working with the partner to rectify the breach, suspending or terminating the applicable Partnership Agreement.

