**2014 LEARN LOCAL ADVERTISING CAMPAIGN – MEDIA SCHEDULE**

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| **MEDIA** | **DAY** | **PLACEMENT** | **SIZE / COLOUR** | **August 2014** | | | | | | **September 2014** | | | |
| ***Week Commencing Sunday Dates 2014*** | | | | **3** | **10** | **17** | **24** | **31** | **7** | | **14** | **21** | **28** |
| **STATE-WIDE** | | | | | | | | | | | | | |
| **Digital** | Digital is an important part of the campaign, empowering those with the ability and resource to search for information in online environments. We recommend a mixture of online tactics to ensure activity is targeting the audience by demographic, location and interest while, also capturing users who are actively seeking information on the training programs or awards. | | | | | | | | | | | | |
| **Search Engine Marketing – Google** | All | Targeting a mixture of specific brand terms and related interest terms and utilise Google Adwords to deliver greater reach and awareness.  Traffic will be driven to the website where users will be encouraged to find out more. | Text |  |  |  |  |  |  | |  |  |  |
| **YouTube Trueview** | All | Targeting: Vic Women 35-60 interested in course information and job seeking. | Pre-roll video and companion advert |  |  |  |  |  |  | |  |  |  |
| **Google Display Network** | All | Targeting: Men aged 45-64 in Metro and Regional Victoria and Women aged 35-50 in Metro and Regional Victoria across both desktop and mobile platforms.  With Google’s more comprehensive targeting capabilities we will be able to push more budget into areas where the Learn Local Organisations are located. | Various |  |  |  |  |  |  | |  |  |  |
| **METROPOLITAN MELBOURNE** | | | | | | | | | | | | | |
| **Mainstream newspapers** | The Herald-Sun is planning to run a feature on Saturday August the 23rd in support of *National SkillsWeek* which is dedicated to raising the status of practical and vocational learning. The size of the feature will vary depending on advertising support (it will potentially run up to 16 pages in total.) The Herald-Sun provides a strong platform to deliver the Learn Local message to a large number of Victorians in both metropolitan and regional areas. The *National SkillsWeek* feature provides a means to communicate with our audience in an environment where they are predisposed to receiving our message. | | | | | | | | | | | | |
| **Herald Sun** | Sat | National Skills Week Feature | M3 x 3 modules, Full colour |  |  |  |  |  |  | |  |  |  |
| **Community newspapers** | Community newspapers will provide coverage across six key catchment areas in Metropolitan Melbourne via 33 Leader Newspaper titles, ensuring relevant and localised content. All titles are delivered free to the home and allow the reader to consume information multiple times at their own pace. The concept is to produce a one page feature that incorporates both general Learn Local advertorial and advertisements from Learn Local providers to in an environment that amplifies the Learn Local message. | | | | | | | | | | | | |
| **Leader Titles- BAYSIDE:** Bayside, Frankston, Mordialloc / Chelsea, Mornington Peninsula | Mon/Tue/Wed/Thu | EGN | One page feature across all 4 Leader Bayside newspapers, Full colour |  |  |  |  |  |  | |  |  |  |
| **Leader Titles – CENTRAL:** Cauflield / Glen Eira, Port Phillip, Melbourne, Progress, Stonnington | Mon/Tue/Wed/Thu | EGN | One page feature across all 5 Leader Central newspapers, Full colour |  |  |  |  |  |  | |  |  |  |
| **Leader Titles – EAST:** Knox, Free Press, Lilydale & Yarra Valley, Manningham, Maroondah, Waverly, Whitehorse | Mon/Tue/Wed/Thu | EGN | One page feature across all 7 Leader East newspapers, Full colour |  |  |  |  |  |  | |  |  |  |
| **Leader Titles – NORTH:** Diamond Valley, Heidelberg, Hume, Moreland, Northcote, Preston, Sunbury, Whittlesea | Mon/Tue/Wed/Thu | EGN | One page feature across all 8 Leader North newspapers, Full colour |  |  |  |  |  |  | |  |  |  |
| **Leader Titles - SOUTH EAST:** Berwick, Cranbourne, Dandenong, Moorabbin | Mon/Tue/Wed/Thu | EGN | One page feature across all 4 Leader South East newspapers, Full colour |  |  |  |  |  |  | |  |  |  |
| **Leader Titles – WEST:** Brimbank, Hobsons Bay, Maribynong, Melton, Moonee Valley, Wyndham | Mon/Tue/Wed/Thu | EGN | One page feature across all 6 Leader West newspapers, Full colour |  |  |  |  |  |  | |  |  |  |
| **CALD newspapers** | CALD press will be used to target specific ethnicities (Chinese and Vietnamese) in environments that are familiar and inclusive. | | | | | | | | | | | | |
| **21st Century Chinese News** | Wed | Best possible | 30cm x 8 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **Viet Times** | Fri | Best possible | 37cm x 6 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **REGIONAL VICTORIA** | | | | | | | | | | | | | |
| **Regional newspapers** | Regional press will be used to reach potential learners living in regional areas. It can be difficult to access information/resources relating to training and career pathways in regional areas, so it’s important to engage our audience via trusted, down-to-earth, and accessible media. | | | | | | | | | | | | |
| **The Weekly Times** | Wed | EGN | M3x6 modules, Full colour |  |  |  |  |  |  | |  |  |  |
| **Ballarat Courier** | Sat | EGN | 10cm x 7 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **Bendigo Advertiser** | Sat | EGN | 10cm x 8 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **Geelong Advertiser** | Sat | Careers | 10cm x 8 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **LaTrobe Valley Express** | Thu | EGN | 10cm x 7 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **Shepparton News** | Sat | EGN | 10cm x 7 columns, Full colour |  |  |  |  |  |  | |  |  |  |
| **Warrnambool Standard** | Sat | EGN | 10cm x 7 columns, Full colour |  |  |  |  |  |  | |  |  |  |