



Connected Leader

The APPA e-journal for Australian primary school leaders

Who are we?

The Australian Primary Principals Association (APPA) is the national professional association for primary school principals in Australia.

APPA represents affiliated state and territory Government, Catholic and Independent primary schools across the nation with over 7,000 members.

About Connected Leader

Connected Leader is our e-journal for all primary school principals. Each monthly issue of Connected Leader provides principals and their staff with a carefully researched set of links to cutting-edge, skill-building videos, blogs, audio files, news reports, research papers and job opportunities.

In general, the e-journal will be distributed via email on the second Tuesday of each month. Connected Leader offers good opportunity for businesses to advertise through a respected national association and innovative medium.

Advertising Opportunities

Advertising in Connected Leader provides an opportunity for businesses to promote their products or brand in a widely circulated e-journal that comes out ten times a year. The advertising rates for Connected Leader are dependent upon number of issues, size and prominence.

	Banner	Full Page
One issue	\$300	\$800
Five issues	\$1,275	\$3,400
Ten issues	\$2,400	\$6,400

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