

20 26

Advertising + Engagement opportunities

Where your customers find inspiration



Queensland Association of School Tuckshops Inc.



**Queensland
Association of
School Tuckshops**

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www.qast.org.au

About Us

The Queensland Association of School Tuckshops (QAST) is a not-for-profit membership association working with Queensland school communities to build capacity in tuckshops and improve health outcomes for children.

Our vision is *healthy and empowered school tuckshops* and we exist to support Queensland tuckshops to deliver healthy food and sustainable services

We offer advertising opportunities in our Talking Tuckshops member eNewsletter and on our [Facebook page](#).

Our audience + reach

Our sector consists of 1,474 Queensland schools that have a food retail outlet. These schools sell more than 100,000 items per day and require multiple staff to meet the demands of a healthy business.



94%
of our target
audience is
female



74%
aged between
35 and 54



72%
located in
south east
Queensland



30K
active
website users
per year



1,474
schools that
celebrate
Tuckshop Day



4.4K
Facebook
followers

Talking Tuckshops - eNewsletter

The Talking Tuckshops eNewsletter is distributed to all QAST member tuckshops and P&C representatives in Terms 1, 2, 3 and 4.

These newsletters are integral methods of communication with members, delivering timely information updates and news, written specifically for Queensland's school tuckshops.

Advertisement placements are limited to 3 per edition.
Advertorial placements are limited to 2 per edition.

Bookings are made on a first-in-best-dressed basis and must adhere to the guidelines in our [Advertising & Editorial Policy](#).



2026 OPPORTUNITIES + SPECIFICATIONS + RATES

	SPECS	RATES
BANNER ADVERTISEMENT	Horizontal: 150px h x 600px w Must be supplied in 72dpi, JPEG format Hyperlinked to URL or PDF.	\$300 (GST inc.)
ADVERTORIAL	200 words max. Can include hyperlink and image.	\$300 (GST inc.)
ANNUAL PACKAGE	2 X Banner Advertisement + 2 x Advertorials + 2 x Facebook posts (spread across the year)	\$1,250 (GST inc.)

2026 KEY DATES

EDITION	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
TERM 1	Wednesday, 28 January 2026	Wednesday, 4 February 2026	Wednesday, 11 February 2026
TERM 2	Wednesday, 22 April 2026	Wednesday, 29 April 2026	Wednesday, 6 May 2026
TERM 3	Wednesday, 15 July 2026	Wednesday, 22 July 2026	Wednesday, 29 July 2026
TERM 4	Wednesday, 7 October 2026	Wednesday, 14 October 2026	Wednesday, 21 October 2026

Facebook

The QAST Facebook page is a valuable communication tool to inform and engage with Queensland tuckshops.

With strong engagement from an active online community, it's an effective platform for advertisers to get their message across.

2026 OPPORTUNITIES + SPECIFICATIONS + RATES

OPPORTUNITY	SPECS	RATES
SPONSORED POST	IMAGE - 1200px x 1200px WORDS - 30 max.	\$350 (GST inc.)

Bespoke opportunities

Can't see an opportunity that suits your business needs? We have a range of bespoke and exclusive opportunities that may help you reach your target audience. Just get in touch with the QAST team to discuss your advertising needs and potential opportunities.

Stats in a nutshell

Our reach

- Total members: 400+
- Total schools reached: 1,483

Facebook

- Total followers: 4,400+

Talking Tuckshops eNewsletters

- Total send: 1,250 approx.
- Average Open Rate: 56%*
- Average Click-Through Rate: 10%^

*All industry average: 45.96%
^All industry average: 5.44%

Contact Chrissy Buzzard to discuss the best advertising or engagement opportunity for your business.

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