



LATAZ Media Pack

*Connecting, developing and supporting Language
and Literacy Teachers in Zambia*

A Guide to Commercial Partnerships



**Advertise with us and reach the
whole country in no time.**



About LATAZ

The Language Teachers Association of Zambia, formerly known as the English Teachers' Association of Zambia (ETAZ) is a non-profit making organisation established on 20th August 1976. The association previously existed under the auspices of the Head Teachers' Association but was separated through guidelines produced by the Ministry of General Education in 2015. LATAZ has a general individual membership of 2,600 and over 20,00 teacher beneficiaries and reaches out to over 200,00 pupils countrywide. The main mission of the association is to connect, develop and support language and literacy teachers countrywide through conferences, workshops, research projects, webinars, language and literacy fairs and publications. Structurally, it has a national executive committee led by the president, and committees led by the chairperson at provincial at district levels. Each structure is responsible for organising the association activities at its level and providing bottom-top reports/feedback. In addition, the association had twelve Special Interest Groups (SIGS) that provide CPD to teachers in their chosen areas of expertise within the language teaching community.

www.lataz.org.zm | advertising@lataz.org.zm

Social Media Platforms in Numbers



8.25K
WhatsApp Community
[LATAZ National WhatsApp Group](#), 10
Provincial WhatsApp Groups &
116 District WhatsApp Groups



370
YouTube Subscribers
[@LATAZNational](#)



569
Twitter Followers
[@LATAZNational](#)

Over 200,00
pupils
reached
annually



1.5K
Facebook Followers
[@Language Teachers'
Association of Zambia](#)

241
[LATAZ Telegram Group](#)

750
Instagram Followers
[@NECLATAZ](#)

Over
20,000
teachers
are
reached
annully

Marketing Opportunities

Language & Literacy Fairs

Every year, LATAZ holds a National Language and Literacy Fair at which over 700 pupils and about 300 teachers gather to compete in various activities for five days. The fair is held at school, district and provincial levels before it moves to national. A fair booklet used at all levels for uniformity has marketing spaces which corporate entities can take advantage of.

This is a wonderful opportunity for publishers, companies and organisations especially those that deal in education products and services to advertise their materials. The advertising rates are given below.



Marketing Opportunities

SIG Events

LATAZ conducts its Continuing Professional Development programmes for teachers through its twelve Special Interest Groups (SIG). Each SIG runs face-to-face and online events, publishes materials and has a social media presence. All these avenues provide unique opportunities for marketing to a wide range of clientele that comprises private school owners, teachers, teacher trainers and pupils.



National Conference

Add a little kudos to your name and increase your company's exposure by supporting a future LATAZ National Conference and Exhibition. With a variety of sponsorship opportunities to suit all budgets and options to exhibit or advertise at our national event, you could connect with a very active language teaching community.

Opportunities include:

- Programme Advertisements
- Full sponsorship packages
- Exhibition stand bookings



INDIVIDUAL DIGITAL MEDIA RATES

Print Advertising Rates

OUR VOICE MAGAZINE RATES

Position	Orientation	Cost (ex.Ma VAT)
Front Inside Cover	Portrait	ZMW5,550.00
Back Outside Cover	Portrait	ZMW5,550.00
Back Inside Cover	Portrait	ZMW4,575.00
Full Page	Portrait	ZMW4,000.00
Half Page	Landscape	ZMW3,050.00
Quarter Page	Portrait	ZMW2,225.00
Banner	Portrait	POA

MEMBERS DIGITAL ADVERTISING RATES

1. 4 Week Website Ad Placement **K600** - Your ad hall be placed on a running carousel on our website
2. 4 Week Social Media Campaign **K400** - 2 Weekly Posts on our LinkedIn, Twitter, and Instagram
3. 5 Week Website Ad Placement **K800** - your ad hall be placed on a running carousel on our website
4. 4 Week Web & Social Media Campaign **K1,000** - 2 weekly posts on our social media platforms + carousel website ad

DIGITAL MARKETING RATES FOR NON -MEMBERS

1. 4 Week Website Ad Placement **K800** - your ad hall be placed on a running carousel on our website
2. 4 Week Social Media Campaign **K500** - 2 Weekly posts on our LinkedIn, Twitter (X), and Instagram
3. 5 Week Website Ad Placement **K1,000** - your ad hall be placed on a running carousel on our website
4. 4 Week Web & Social Media Campaign **K1,200** - 2 Weekly posts on our social media platforms + carousel website ad

National Conference and Fair Programme Booklet

Package Description	Without Marketplace Booth Purchase	Discounted Rate with Marketplace Booth Purchase
<p>AD Package 1 Includes: centrefold ad in printed Conference programme (17x11 full colour, full bleed), home-screen ad in association app, 1 custom message sent to delegates via bulk messaging, and rotating ad at Registration Desk.</p>	ZMW1,700	ZMW 750
<p>AD Package 2 Includes: reverse centrefold OR inside front or back cover ad (8.5x11, full colour, full bleed), home-screen ad in association App, 1 custom message sent to delegates bulk messaging App, and rotating ad at Registration Desk.</p>	ZMW850	ZMW650
<p>AD Package 3 Includes: full-page ad in printed programme (8.5x11, full colour, full bleed), home-screen ad in association App, 1 custom message sent to delegates via bulk messaging App.</p>	ZMW500	ZMW 350
<p>AD Package 4 Includes: half-page ad in printed Conference programme (horizontal or vertical, 3.625x4.875, greyscale), rotating home-screen ad in Association App.</p>	ZMW450	ZMW315
<p>AD Package 5 Includes: full page ad in printed Conference programme (7.5x10, greyscale), 1 custom message sent to delegates via Association App.</p>	ZMW350	ZMW275

National Conference Marketplace Booths

Option A: Premium 3-day Exhibition Stand: ZMW 3,500

1. 3x3m² exhibition area
2. One poster/pinboard
3. Refreshments and lunch on all days for up to two exhibitor representatives (if you require more than two representatives an additional fee of ZMW150 will apply)
4. Invitation for two named representatives to register to attend the LATAZ evening reception.
5. Two Facebook/WhatsApp posts.
6. Your logo is in the footer of the conference website page. The logos will all be clickable to direct site users to a URL of your choice.
7. Your logo on a banner at the entrance to the conference hall.
8. 15-minute marketing presentation during the conference.
9. Space in the Conference Programme booklet.

Standard Booth: 3-day Exhibition Booth: ZMW 2,000

1. 2x3m booth
2. Refreshments and lunch for one member of staff
3. Logo on the Conference banner
4. 5-minute presentation to conference delegates
5. Logo on the conference web page

Standard Booth: 3-day Medium Exhibition Booth: ZMW 2,500

1. 2x3m booth
2. Refreshments and lunch for one member of staff
3. Logo on the Conference banner
4. 5-minute presentation to conference delegates
5. Logo on the conference web page
6. 1 post on conference socials
7. Listed in the conference booklet.

National Language & Literacy Fair Booths

Option A: Premium 5-day Exhibition Stand: ZMW 4,500

1. *3x3m² exhibition area*
2. *One poster/pinboard*
3. *Refreshments and lunch on all days for up to two exhibitor representatives (if you require more than two representatives an additional fee of ZMW150 will apply).*
4. *Two Facebook/WhatsApp posts.*
5. *Your logo is in the footer of the fair website page. The logos will all be clickable to direct site users to a URL of your choice.*
6. *Your logo on a banner at the entrance to the main hall.*
7. *15-minute marketing presentation during the conference.*
8. *Space in the fair booklet.*

Standard Booth: 3-day Exhibition Booth: ZMW 2,500

1. 2x3m booth
2. Refreshments and lunch for one member of staff
3. Logo on the fair banners
4. 5-minute presentation to fair delegates and participants
5. Logo on the fair web page

Standard Booth: 3-day Medium Exhibition Booth: ZMW 3,000

1. 2x3m booth
2. Refreshments and lunch for one member of staff
3. Logo on the fair banners
4. 5-minute presentation to fair participants and delegates
5. Logo on the conference web page
6. 1 post on conference socials
7. Listed in the conference booklet.

Marketing Opportunities

WEBSITE ADS

MEMBERS

MONTHLY RATES EXC.VAT

1. LEADERBOARD | 728 × 90 .. K2,500
2. SKYSCRAPER | 120 × 600 .. K1,500
3. MEDIUM | 300 × 250K800
4. SIDEBAR | 260 × 125 K500

NON-MEMBERS

MONTHLY RATES EXC.VAT

1. LEADERBOARD | 728 × 90 .. K3,500
2. SKYSCRAPER | 120 × 600 .. K2,500
3. MEDIUM | 300 × 250K2,000
4. SIDEBAR | 260 × 125 K1,500

SOCIAL MEDIA RATES

Monthly Rates for Members

1. Social Media Advertising
2. WhatsApp/Facebook Posters Only – K250
3. WhatsApp/Facebook/X/LinkedIn Posters Audio/Video K200
4. Brand Campaign Partnerships – K1,500

Each package goes with one post per day. The association reserves the right to reject adverts with harmful content such as drugs, nudity and dehumanisation conditions.

Monthly Rates for Non-Members

1. Social Media Advertising
2. WhatsApp/Facebook Posters Only – K450
3. WhatsApp/Facebook/X/LinkedIn Posters Audio/Video K300
4. Brand Campaign Partnerships – K2,500

Each package goes with one post per day. The association reserves the right to reject adverts with harmful content such as drugs, nudity and dehumanisation conditions.

Let's Work Together

Language Teachers' Association of Zambia

| Connecting, Development and Supporting Language and Literacy Teachers

Produced by the National Executive Committee

Contact LATAZ Secretariat

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