



# Advertising and Insert Information & Rates 2010

## Do you want to sell a science related product or promote a science event?

Advertising is available in STAV publications which are distributed to science teachers throughout Victoria.

The Science Teachers' Association of Victoria Inc. (STAV) produces:

### Contact

- monthly newsletter - 11 issues per year (Feb - Dec)
- plus also distributed online in colour with hyperlinks

### Let's Find Out

- Quarterly journal for Primary School Science teachers - 4 issues per year

### LabTalk

- Quarterly journal for Secondary School Science teachers - 4 issues per year

These are distributed to over 800 STAV individual members and 500 schools throughout Victoria.

There are 2 main ways to advertise:

### 1. BLOCK Advertising

- 3 sizes available:
  - 1/4 page - 92mm wide x 125mm high
  - 1/2 page - 190mm wide x 125mm high
  - full page - 190mm wide x 257mm high

We will send you a copy of the publication your ad appears in.

### 2. Inserts

Provide us with your flier, brochure, form and we will insert and arrange the mailout with the publication you choose. Inserts should be no larger than A4 size. Please see rates for quantities required depending on circulation intended. Please also refer to Booking Form for additional information.

If you are interested in having inserts put into STAV conference satchels please contact STAV on (03) 9385 3999.

## Booking

- All ads and inserts **MUST be booked in one week before delivery.**
- To book your ad/insert simply fill in the Booking Form and fax or mail to STAV before the publication deadline. Please refer to Booking Form and Publications timelines attached.
- Send your inserts to STAV as per delivery instructions on Booking Form.
- Organise artwork for advertising as per our specifications.

## Rates for Advertising/Inserts

All prices are GST inclusive.

### Block Advertising

Publication	Size	Member rate	Non-Member rate
CONTACT	1/4 page	\$110	\$150
	1/2 page	\$195	\$255
	full page	\$375	\$495
Let's Find Out	1/4 page	\$80	\$120
	1/2 page	\$145	\$190
	full page	\$265	\$350
LabTalk	1/4 page	\$100	\$135
	1/2 page	\$180	\$230
	full page	\$330	\$410

### Inserts

Circulation	Quantity	Member rate	Non-Member rate
Primary	400	\$140	\$225
Secondary	1200	\$225	\$350
Both/All	1300	\$275	\$490

## Artwork Specifications for Advertising

### Preferred Formats

- Artwork size must be 100% (actual size)
- High Resolution PDF (please include all fonts and hyperlinks)
- Grayscale at 300dpi resolution for print
- Colour PDF for [contact](#) via email [only](#)
- Files can be emailed or supplied on CD: [publications@stav.vic.edu.au](mailto:publications@stav.vic.edu.au)

If not supplying PDF artwork, please provide

- tif/eps/jpeg for graphic files (eg logos/photos)
- Microsoft Word **for text only** - please do not embed graphics (artwork charge will apply for Word files)

If other options are required, please contact Kellie Jackson on (03) 9385 3903 or email: [publications@stav.vic.edu.au](mailto:publications@stav.vic.edu.au).

**Please Note:** STAV is not responsible for the quality of the reproduction of your advertisement if these specifications are not followed.



# Publications **Timelines 2010**

## Contact Newsletter (Monthly)

<b>Edition</b>	<b>Deadline</b>	<b>To Printer</b>	<b>To Mailhouse</b>
Feb - Vol 25 No 1	15 January	21 January	28 January
Mar - Vol 25 No 2	12 February	18 February	25 February
Apr - Vol 25 No 3	15 March	22 March	29 March
May - Vol 25 No 4	16 April	22 April	29 April
Jun - Vol 25 No 5	14 May	20 May	27 May
Jul - Vol 25 No 6	16 June	23 June	30 June
Aug - Vol 25 No 7	16 July	22 July	29 July
Sep - Vol 25 No 8	13 August	19 August	26 August
Oct - Vol 25 No 9	14 September	20 September	27 September
Nov - Vol 25 No 10	15 October	21 October	28 October
Dec - Vol 25 No 11	12 November	18 November	25 November

**Please note:** Deadlines for *LabTalk* and *Let's Find Out* below are a guide only and may be subject to change. Please contact the Publications Officer on 9385 3903 to confirm deadlines.

## LabTalk - Secondary Journal (Quarterly)

<b>Edition</b>	<b>Deadline</b>	<b>To Printer</b>	<b>To Mailhouse</b>
Vol 54 No 1	8 January	14 January	28 January
Vol 54 No 2	2 April	8 April	15 April
Vol 54 No 3	18 June	24 June	1 July
Vol 54 No 4	10 September	16 September	23 September

## Let's Find Out - Primary Journal (Quarterly)

<b>Edition</b>	<b>Deadline</b>	<b>To Printer</b>	<b>To Mailhouse</b>
Vol 27 No 1	8 January	21 January	28 January
Vol 27 No 2	12 March	25 March	1 April
Vol 27 No 3	25 June	8 July	15 July
Vol 27 No 4	10 September	23 September	30 September

## Further information

For all bookings and enquiries regarding advertising and inserts, please contact:

Publications Officer

Science Teachers' Association of Victoria Inc.

PO Box 109 (5 Munro Street) Coburg VIC 3058

Phone: (03) 9385 3999 • Fax: (03) 9386 6722 • Email: [publications@stav.vic.edu.au](mailto:publications@stav.vic.edu.au)

