



Advertising and Insert Information & Rates 2012

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 advertisement appears in.

2. Inserts

Provide us with your flier, brochure and form. 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 the 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 advertisements and inserts **MUST be booked one week before delivery.**
- To book your advertisement/insert simply fill in the Booking Form and fax or mail to STAV before the publication deadline. Please refer to the Booking Form and Publications timelines attached.
- Send your inserts to STAV as per delivery instructions on the 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 | \$115 | \$155 |
| | 1/2 page | \$200 | \$260 |
| | full page | \$380 | \$500 |
| Let's Find Out | 1/4 page | \$80 | \$120 |
| | 1/2 page | \$145 | \$190 |
| | full page | \$265 | \$350 |
| LabTalk | 1/4 page | \$110 | \$140 |
| | 1/2 page | \$185 | \$235 |
| | full page | \$335 | \$415 |

Inserts

| Circulation | Quantity | Member rate | Non-Member rate |
|-------------|----------|-------------|-----------------|
| Primary | 400 | \$145 | \$230 |
| Secondary | 1200 | \$230 | \$355 |
| Both/All | 1300 | \$280 | \$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

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.

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



Publications **Timelines 2012**

Contact Newsletter (Monthly)

| Edition | Deadline | To Printer | To Mailhouse |
|--------------------|-----------------|-------------------|---------------------|
| Feb - Vol 27 No 1 | 13 January | 18 January | 25 January |
| Mar - Vol 27 No 2 | 13 February | 17 February | 24 February |
| Apr - Vol 27 No 3 | 19 March | 22 March | 30 March |
| May - Vol 27 No 4 | 16 April | 19 April | 27 April |
| Jun - Vol 27 No 5 | 18 May | 23 May | 31 May |
| Jul - Vol 27 No 6 | 15 June | 21 June | 29 June |
| Aug - Vol 27 No 7 | 16 July | 19 July | 27 July |
| Sep - Vol 27 No 8 | 20 August | 23 August | 30 August |
| Oct - Vol 27 No 9 | 14 September | 20 September | 28 September |
| Nov - Vol 27 No 10 | 17 October | 22 October | 29 October |
| Dec - Vol 27 No 11 | 16 November | 22 November | 29 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)

| Edition | Deadline | To Printer | To Mailhouse |
|----------------|-----------------|-------------------|---------------------|
| Vol 56 No 1 | 11 January | 18 January | 30 January |
| Vol 56 No 2 | 2 April | 11 April | 19 April |
| Vol 56 No 3 | 18 June | 27 June | 5 July |
| Vol 56 No 4 | 10 September | 17 September | 26 September |

Let's Find Out - Primary Journal (Quarterly)

| Edition | Deadline | To Printer | To Mailhouse |
|----------------|-----------------|-------------------|---------------------|
| Vol 29 No 1 | 11 January | 19 January | 27 January |
| Vol 29 No 2 | 23 March | 2 April | 11 April |
| Vol 29 No 3 | 29 June | 9 July | 17 July |
| Vol 29 No 4 | 19 September | 28 September | 8 October |

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 3903 • Fax: (03) 9386 6722 • Email: publications@stav.vic.edu.au

