



Advertising and Insert Information & Rates 2017

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)
- distributed online as a pdf 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 3 main ways to advertise:

1. Contact 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

2. Labtalk and Lets find Out Journal Advertising

- 3 sizes available:
 - 1/4 page - 92mm wide x 125mm high
 - 1/2 page - 190mm wide x 125mm high
 - full page - A4 size

3. 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 return it 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	1000	\$230	\$355
Both/All	1200	\$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 (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.

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



Publications **Timelines 2017**

Contact Newsletter (Monthly)

Edition	Deadline	Release date
February - Vol 32 No 1	24 January	31 January
March - Vol 32 No 2	23 February	28 February
April - Vol 32 No 3	23 March	30 March
May - Vol 32 No 4	27 April	2 May
June - Vol 32 No 5	30 May	5 June
July - Vol 32 No 6	29 June	4 July
August - Vol 32 No 7	31 July	1 August
September - Vol 32 No 8	31 August	5 September
October - Vol 32 No 9	28 September	3 October
November - Vol 32 No 10	31 October	2 November
December - Vol 32 No 11	30 November	5 December

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 61 No 1	10 March	13 March	22 March
Vol 61 No 2	12 May	16 May	19 May
Vol 61 No 3	21 July	25 July	28 July
Vol 61 No 4	20 October	24 October	27 October

Let's Find Out - Primary Journal (Quarterly)

Edition	Deadline	To Printer	To Mailhouse
Vol 34 No 1	10 March	13 March	22 March
Vol 34 No 2	12 May	16 May	19 May
Vol 34 No 3	21 July	25 July	28 July
Vol 34 No 4	20 October	24 October	27 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