



# 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

**NOTE** Inside front and back cover artwork to be A4 size with bleed. 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](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 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](mailto:publications@stav.vic.edu.au)

