

SCIENCE TEACHERS' ASSOCIATION OF NSW INC

Providing leadership and promoting excellence in science education

2018 ADVERTISING INFORMATION AND RATES

The Science Teachers' Association of NSW provides avenues for commercial advertisers to promote products/events to STANSW members, NSW Primary and/or Secondary schools:

- Science Matters – quarterly newsletter (8 pages)
- Science Education News (SEN) – quarterly digital journal (48–64 pages)
- STANSW E-News – quarterly HTML email broadcast
- STANSW website – www.stansw.asn.au
- STANSW conference promotions and satchels
- Social media (Facebook/ Twitter) - complimentary posts in addition to paid advertising

Rates for an advertisement within a publication or for fliers/brochures/forms inserted into a mailing package, or conference satchel are dependent upon the publication and distribution chosen.

Publication circulation numbers

	STANSW Members	NSW Secondary Schools	NSW Primary Schools	Publication Type
Science Matters 1–4	600	865	2150	Printed and digital
(SEN) Journal 1–4	600	–	–	Digital
E-News 1–4	600 (incl. 300+ subscribers)	–	–	Html newsletter

Advertising rates

All rates incl GST. For ad specifications see page 4

Size/position	Science Matters Newsletter		Science Education News (SEN) electronic journal	
	Standard Rate	Member Rate	Standard Rate	Member Rate
inside front cover (colour)	\$770	\$650	\$550	\$450
inside back cover (c)	\$720	\$600		
front page 1/8 (c)	\$540	\$420		
front cover banner (c)	\$460	\$340		
back page A4 (c)	\$820	\$700		
A4 internal (c)	\$520	\$400	\$350	\$250
A4 advertorial	\$480	\$380	\$300	\$200
A4 advertorial (x2 A4 pages)				
half page	\$420	\$300	\$250	\$150
third page	\$320	\$200	\$210	\$110
quarter page	\$220	\$100	\$100	\$70
eighth page	\$120	\$80	\$80	\$50
classified (text only 50 words or less)	\$60	Free		

Block advertising		Standard rate	Member rate
e-News	Standard – text/ weblink	\$200	\$110
	Premium – logo/ text and weblink	\$280	\$190
	Double space	\$320	\$220
Website	*Text with logo, and active link to another site and pdf info sheet	\$60/month	\$40/month
	Homepage with link to landing page*	\$390/month	\$210/month
Ning (online teacher network)	Subscription fee to join	\$150/year	free
Social media post		complimentary posts accompanied with any paid advertising above \$400	Free for corporate members

Insert

Option	Maximum size	fee/list		
Newsletter	A3 folded to A4 or 3 x A4 pages	Members \$150	Secondary Schools \$250	Primary Schools \$480
Conference satchel	Brochure, catalogue or flyer	\$1.50/ item (Standard)	80c/ item (Members)	

All rates incl GST. For ad specifications see page 4

Bulk advertising (discounts) for print and web

5% for 2 consecutive editions, or 3 months

10% for 3 consecutive editions, or 6 months

15% for 4 consecutive editions, or 12 months

Booking information

- Book all advertising needs using the Advertising Booking Form and sent by post, fax or email to reach STANSW Office by the close of copy date.
- Inserts are booked through STANSW Office but sent to Asap Press (see Insert Delivery Information).

Insert delivery information

- Forward a copy of the insert with the Booking Form to STANSW Office Manager, preferably one week prior to due date for delivery of inserts.
- Send inserts to asapress 195/365 Kent St Sydney NSW 2000 | t 02 9279 4600 f 02 9279 0599
- Attach a sample of the insert to the outside of the carton.
- Label cartons clearly with:
STANSW
Publication name and issue number, Title of insert, and number of inserts included
(eg STANSW, Science Matters 4, "Grow Frogs at Home" insert, 600 copies).

Payment information

- All rates quoted include 10% GST unless otherwise indicated. Payment can be made by cheque, money order or credit card (Visa, Mastercard, Bankcard).
- Payment is requested within 14 days of receipt of tax invoice, issued before the delivery of the publication. You also receive a complimentary copy of the publication at the time of circulation.

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2018 AD SPECIFICATIONS

Send inserts to [asapress](mailto:asapress@stansw.edu.au) t 02 9279 4600 f 02 9279 0599 | 195/365 Kent St Sydney NSW 2000

Science Matters and SEN

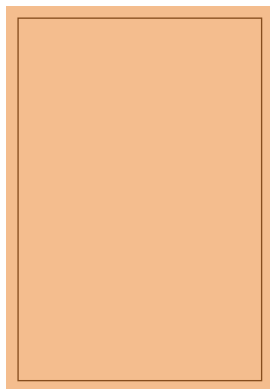
In order to ensure the best quality advertisement for your product/event, the following specifications are requested:

- Files supplied by email (no more than 10mb). Must include delivery receipt request.
- Preferred formats: Adobe InDesign, PDF (please include all fonts and ensure all information is correct, "Press Optimised Setting" where possible), Word for Windows for text only (PLEASE, no embedded graphics)
- Logos and photos in tif/ eps/ jpeg
- Artwork at 100% (actual size)
- Colour Ads for Science Matters and SEN must be supplied in CMYK
- Mono Ads in greyscale at 300dpi resolution
- STANSW offers a design service at an additional cost. Please enquire.

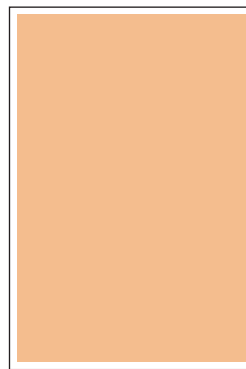
E-news

In order to ensure the best quality advertisement for your product/event, the following specifications are requested:

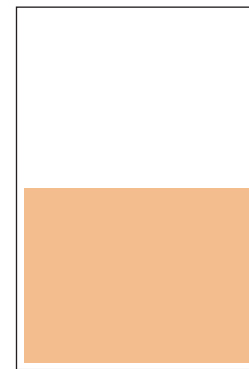
- Artwork at 100% (actual size) in jpg format – approx 350 pixels
- Please ensure all text in artwork is legible
- Text only Items to be provided in Word for Windows (PLEASE, no embedded graphics)
- Logos, photos sent separately and in jpg format (for premium and double ads only)
- All emailed items must include delivery receipt request
- Max word count 50-100 words, slightly less if the image or logo included



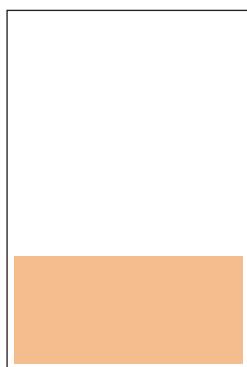
A4 full page
220 x 307 mm
(includes 5mm bleed)



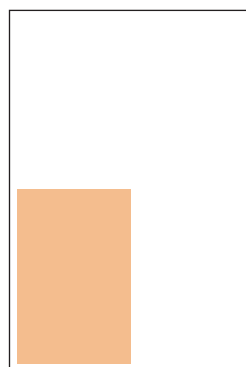
A4 full page
190 x 277 mm



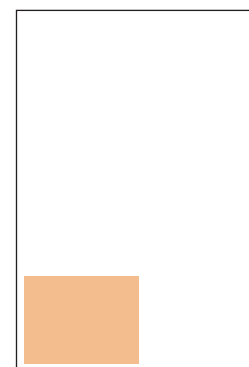
Half page
190 x 138 mm



Third page
190 x 92 mm



Quarter page
90 x 138 mm



Eighth page
90 x 68 mm