

Science Teachers' Association of NSW Inc

Providing leadership and promoting excellence in science education

2015 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 & SEN

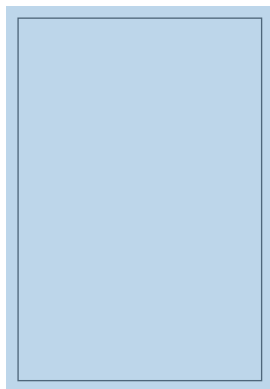
In order to ensure the best quality advertisement for your product/event, the following specifications are requested:

- 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.

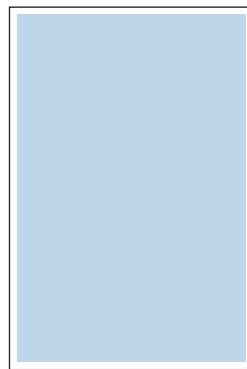
E-news

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

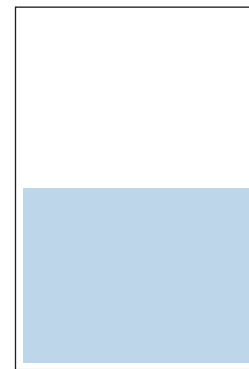
- Text only Items to be provided in Word for Windows (*PLEASE, no embedded graphics*)
- Logos, photos sent separately and in jpg format (for premium and double ads only)
- All emailed items must include delivery receipt request
- Max word count 50-100 words, slightly less if the image or logo included



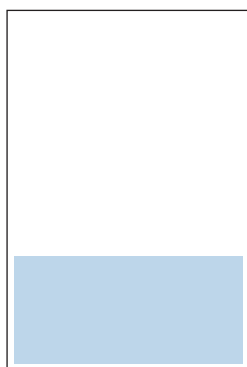
A4 full page
220 x 307 mm
(includes 5mm bleed)



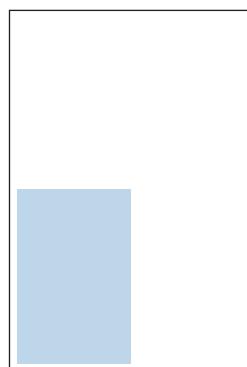
A4 full page
190 x 277 mm



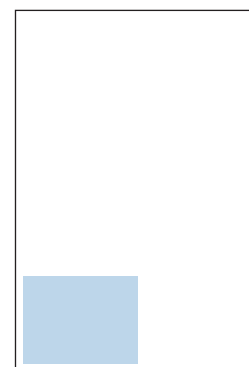
Half page
190 x 138 mm



Third page
190 x 92 mm



Quarter page
90 x 138 mm



Eighth page
90 x 68 mm