

SCIENCE TEACHERS' ASSOCIATION OF NSW INC

Providing leadership and promoting excellence in science education

2019 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	2300	865	2150	Printed and digital
(SEN) Journal 1–4	2300	–	–	Digital
E-News 1–4	2400+ (members and 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
A4 internal (c)	\$720	\$600		
front page 1/8 (c)	\$540	\$420		
front cover banner (c)	\$460	\$340		
back page A4 (c)	\$820	\$700		
inside back cover	\$520	\$400	\$350	\$250
A4 advertorial (x2 A4 pages)	\$480	\$380	\$300	\$200
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 – logo, text and weblink	\$200	\$110
	Premium – image and/or logo, text and weblink	\$280	\$190
	Double space	\$320	\$220
Website	*Text with logo, and active link to another site and pdf info sheet	\$90/month	\$65/month
	Homepage with link to landing page*	\$390/month	\$210/month
Social media post		complimentary posts accompanied with any paid advertising above \$500	Free for corporate members

Insert

Option	Maximum size	fee/list		
Newsletter	A3 folded to A4 or 3 x A4 pages	Secondary, Primary and Subscribers \$800	Secondary Schools \$350	Primary Schools \$550

Flysheet back Quantity 3,500

(1 colour) \$1,400 (corporate member)	\$1,550 (non-member)
(4 colour) \$1,700 (corporate member)	\$1,830 (non-member)

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 online advertising booking form to reach STANSW office by close of 'booking deadline'. Advertising Copy must be received by 'material deadline' date or as negotiated.
- Inserts are booked through STANSW Office but sent to Asap Press (see Insert Delivery Information).

Insert delivery information

- Include a copy of the insert with the booking form submission
- 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 an e-copy of the publication after circulation. If the publication is printed, you may also request a complimentary hardcopy with your booking.

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ADVERTISING COPY AND CIRCULATION DATES

Volume number	Issue Date	Booking deadline	Material deadline	Inserts to mail house
Term 1 Tues, 29 January 2019 – Fri, 12 April 2019 (11 weeks)				
e-News 1	21 February	7 February	14 February	NA
Sci Mat 1	March	31 January	7 February	21 February
SEN 1	April	28 February	7 March	NA
School Holidays Sat, 13 April 2019 – Sun, 28 April 2019 Term 2 Mon, 29 April 2019 – Frid, 05 July 2019 (10 weeks)				
e-News 2	9 May	25 April	2 May	NA
Sci Mat 2	May	4 April	11 April	18 April
SEN 2	June	2 May	9 May	NA
School Holidays Sat, 6 July 2019 Sun – 21 July 2019 Term 3 Mon, 22 July 2019 – Fri, 27 September 2019 (10 weeks)				
e-News 3	25 July	11 July	18 July	NA
Sci Mat 3	August	4 July	11 July	18 July
SEN 3	September	1 August	8 August	NA
School Holidays Sat, 28 September 2019 – Sun, 13 October 2019 Term 4 Mon, 14 October 2019 – Fri, 20 December 2019 (10 weeks)				
e-News 4	28 November	14 November	21 November	NA
Sci Mat 4	December	31 October	7 November	21 November
SEN 4	November	3 October	10 October	NA

To confirm your booking request, please submit order via the online form

<https://www.cognitofrms.com/STANSW/advertisingbookingform>

NB A TAX INVOICE WILL BE ISSUED

Enquiries to STANSW Office office@stansw.asn.au p 02 9763 2751

We request that all advertising bookings be paid in full, prior to publication. Thank you.

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2019 AD SPECIFICATIONS

Send inserts to **asapress** 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.

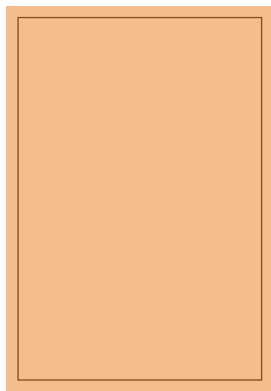
E-news

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

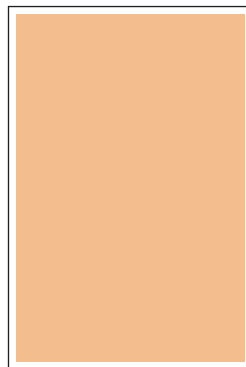
- Artwork at 100% (actual size) in jpg format – approx 350 pixels
- Please ensure all text in artwork is legible
- Text only Items to be provided in Word for Windows (PLEASE, no embedded graphics)
- Logos, photos sent separately and in jpg format (for premium and double ads only)
- All emailed items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

FLYSHEET (back of the address label)

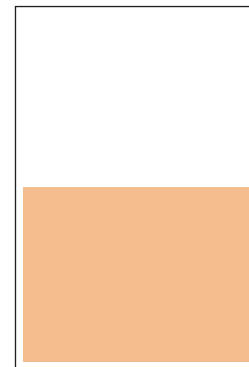
Address labels are printed on an A4 page and inserted with the printed publication at the mail processing stage and plastic wrapped. The back of this A4 label (or flysheet) is blank and can be booked by advertisers. Please provide electronic file to be printed by the STANSW Printer and sent to the Mail House. This ad booking is considered as in-text advertising, but is a loose sheet (insert) separate from the publication. The flysheet is included with the publication and sent to the full mail list, including members and all NSW schools (Quantity approx. 3,500).



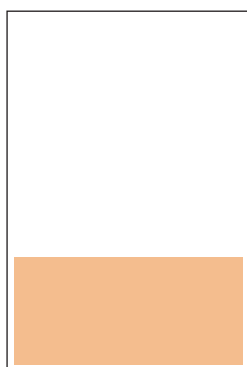
A4 full page (Science Matters)
220 x 307 mm (includes 5mm bleed)



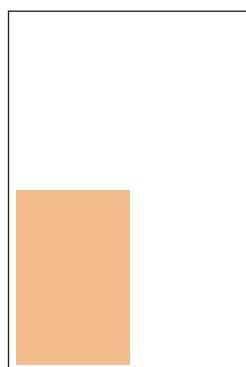
A4 full page (SEN)
190 x 277 mm



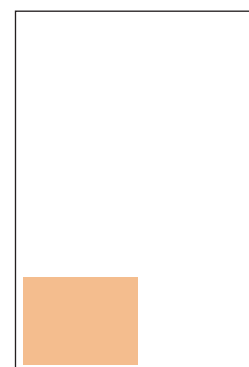
Half page
190 x 138 mm



Third page
190 x 92 mm



Quarter page
90 x 138 mm



Eighth page
90 x 68 mm