

Circulation = 4,000 members/subscribers Estimated Readership = 25,000

ADVERTISING RATES

All prices shown include GST and are in Australian dollars.

ASTA recognises and appreciates our advertisers' investment and is able to tailor a concept to suit your specific requirements.

Size/Position	Colour	1x	2x	3x	4x
Front cover	colour	\$2000	\$3200	\$5000	\$6200
Back cover	colour	\$1500	\$2400	\$3750	\$4650
Double page spread	colour	\$1760	\$2820	\$4400	\$5460
Inside front cover	colour	\$1350	\$2160	\$3375	\$4185
Inside back cover	colour	\$1200	\$1920	\$3000	\$3720
A4 page (internal)	colour	\$1100	\$1760	\$2750	\$3410
A4 page	mono/spot	\$930	\$1490	\$2375	\$2945
A4 page (advertorial)	mono/spot	\$700	\$1120	\$1750	\$2170
Half page	mono/spot	\$550	\$880	\$1375	\$1700
Quarter page	mono/spot	\$330	\$530	\$825	\$1020
Classified	mono/spot	\$50	\$90	\$120	\$150

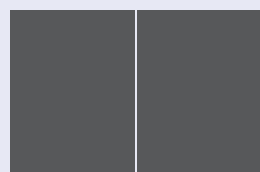
Rates can be negotiated for organisations that are partners of or collaborators with ASTA.

INSERTS

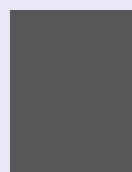
Per Issue	Corporate/Government	Not for Profit Organisations	STAs
Per issue	\$1500	\$1200	\$250

Inserts must be A4 size or smaller and weigh below 75g. Inserts should be delivered to Canprint, 16 Nyrang Street, Fyshwick ACT 2609, clearly labelled, 'For insertion into *Teaching Science*'. Contact ASTA for distribution figures.

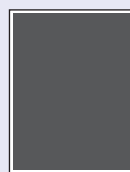
DISPLAY ADVERT SIZES



Double Page Spread
(5mm Bleed)
307 x 430mm



Full Page
(5mm Bleed)
307 x 220mm



Full Page
Image Area
275 x 185mm



Half Page
130 x 185mm



Quarter Page
130 x 90mm

**Spot colour =
Pantone 2726C**

ARTWORK REQUIREMENTS

All artwork must be supplied in digital format. Artwork must be high resolution (press optimised) CMYK PDF. Ensure fonts are embedded. Email attachments should be no more than 10 MB files. Compress where possible using WinZip or Stuffit. *Teaching Science* can design advertisements at an additional cost. Please email Louise Monge at publications@asta.edu.au to discuss your requirements.

PUBLICATION DATES

Volume No.	Issue Date	Booking Deadline	Material Deadline	Inserts to Mailing House
55.1	March	19 January	27 January	16 February
55.2	June	13 April	17 April	15 May
55.3	September	26 June	17 July	14 August
55.4	December	21 September	16 October	13 November



teaching science

THE JOURNAL OF THE AUSTRALIAN SCIENCE TEACHERS ASSOCIATION

Company: _____
 Contact: _____ Email: _____
 Address: _____
 _____ State: _____ Postcode: _____
 Phone: _____ Fax: _____
 Signature: _____
 Accounts Contact (for invoicing): _____

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BOOKING DETAILS

Volume No.	Advert Size	Insert (Please tick)	Placement instructions	Rate
TOTAL				

TERMS & CONDITIONS

AUTHORITY

The above mentioned advertiser hereby authorises the publisher to insert advertising in accordance with the specifications of *Teaching Science* publication subject to:

CONDITIONS

- The advertiser warrants that all information supplied for publication is correct and indemnifies the publisher against any consequential liability.
- CANCELLATIONS must be in writing and received by booking deadline date.
- LATE CANCELLATIONS or FAILURE to meet artwork deadline shall result in the Advertiser being liable for the full amount of the contract price.
- The publisher reserves the right to refuse any advertisement considered inappropriate to the stated aims of ASTA and the character of its communications.
- Payment terms strictly 30 DAYS from the date of publication.

PLEASE FAX ORDER FORM TO:
Australian Science Teachers Association