2011 ADVERTISING RATES

AUSTRALIAN SCIENCE TEACHERS ASSOCIATION

teachingscience

THE JOURNAL OF THE AUSTRALIAN SCIENCE TEACHERS ASSOCIATION

Circulation = 3,500 members/subscribers Estimated Readership = 20,000

Due to increased production costs all rates increased by 5% in 2010 they have now been frozen for 2011

All prices shown include GST and are in Australian dollars.

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ADVERTISING RATES (INC GST)

SIZE/POSITION	COLOUR	1X	2X	3X	4X
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Centre spread	colour	$1850	$2960	$4620	$5735
Inside front cover	colour	$1420	$2270	$3545	$4395
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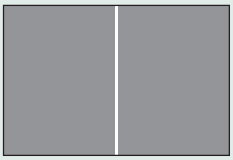
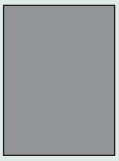
A4 page (internal)	colour	$1155	$1850	$2829	$3580
A4 page	mono/spot	$980	$1565	$2495	$3095
A4 page (advertorial)	mono/spot	$735	$1175	$1840	$2280
Half page	mono/spot	$580	$925	$1445	$1785
Quarter page	mono/spot	$350	$555	$870	$1070

SPOT COLOUR =5545 (green)



Double page spread
307 x 430mm (includes 5mm Bleed)



Full page - 307 x 220mm
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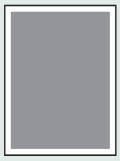

Full page - Image area
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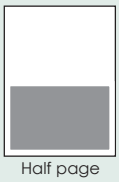

Half page
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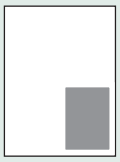

Quarter Page
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Contact Josie West, Publications Manager ***publications@asta.edu.au*** to discuss your requirements.

Volume No.	Issue Date	Booking Deadline	Material Deadline	Inserts to Mailing House
57.1	March	28 January	4 February	18 February
57.2	June	29 April	6 May	20 May
57.3	September	29 July	5 August	19 August
57.4	December	28 October	4 November	18 November

VOLUME NO.	ADVERT SIZE OR INSERT	PLACEMENT INSTRUCTIONS	RATE
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