2012 ADVERTISING RATES

teachingscience

THE JOURNAL OF THE AUSTRALIAN SCIENCE TEACHERS ASSOCIATION

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 and 2012

All prices shown include GST and are in Australian dollars.

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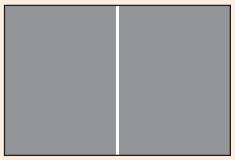
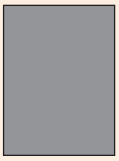
ADVERTISING RATES (INC GST)

SIZE/POSITION	COLOUR	1X	2X	3X	4X
Front cover	colour	$2100	$3360	$5250	$6510
Back cover	colour	$1575	$2520	$3940	$4885
Centre spread	colour	$1850	$2960	$4620	$5735
Inside front cover	colour	$1420	$2270	$3545	$4395
Inside back cover	colour	$1260	$2020	$3150	$3910
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 =718 (orange)



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



Full page - 307 x 220mm
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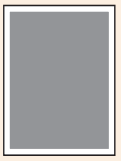
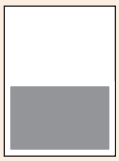
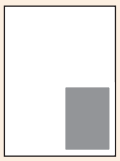


Full page - Image area
275 x 185mm



Half page
130 x 185mm



Quarter Page
130 x 90mm

INSERTS (PER ISSUE)

PLEASE NOTE 2012 CHANGE IN MAIL HOUSE FOR INSERTS

CORPORATE/GOVERNMENT	NOT FOR PROFIT ORGANISATIONS	STAs
$1575	$1260	$265

Inserts must be A4 size or smaller and weigh below 75g. Inserts should be delivered to Blue Start DM, 90 Sheppard Street Hume 2620, clearly labelled 'ATT: Stefan: For insertion into Teaching Science'. Contact ASTA for distribution figures.

ARTWORK REQUIREMENTS:

All artwork must be supplied in digital format. Artwork must be high resolution (press optimised) PDF. Colour ads must be suppied CMYK, Mono/Spot ads to be supplied in greyscale or using Black and Pantone 718 (orange) ***ONLY***. Ensure fonts are embedded. Email attachments should be less than 10 Mb files. Compress where possible. *Teaching Science* can design advertisements at an additional cost.

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
58.1	March	2 February	6 February	16 February
58.2	June	30 April	7 May	18 May
58.3	September	30 July	6 August	16 August
58.4	December	22 October	5 November	15 November

VOLUME NO.	ADVERT SIZE OR INSERT	PLACEMENT INSTRUCTIONS	RATE
		TOTAL	

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