



# Advertising **Booking Form 2021**

**Please note:** Each advertisement requires a separate booking form. Please feel free to photocopy this form.

## Contact details

Contact Person \_\_\_\_\_

Name of Company/Institution \_\_\_\_\_

Email \_\_\_\_\_

Mail Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

## STAV Membership status

Individual Member      Subscriber/School Member      Non Member

Individual Membership No. (must be quoted) \_\_\_\_\_

## Booking

I wish to book an advertisement.

## Publications and Month(s)/Issues to appear

CONTACT	<input type="checkbox"/> Feb	<input type="checkbox"/> Mar	<input type="checkbox"/> Apr	<input type="checkbox"/> May	<input type="checkbox"/> Jun	<input type="checkbox"/> Jul	<input type="checkbox"/> Aug	<input type="checkbox"/> Sep	<input type="checkbox"/> Oct	<input type="checkbox"/> Nov	<input type="checkbox"/> Dec
Let's Find Out	<input type="checkbox"/> 1 (Mar)	<input type="checkbox"/> 2 (May)			<input type="checkbox"/> 3 (Jul)			<input type="checkbox"/> 4 (Oct)			
LabTalk	<input type="checkbox"/> 1 (Mar)	<input type="checkbox"/> 2 (May)			<input type="checkbox"/> 3 (Jul)			<input type="checkbox"/> 4 (Oct)			

## Advertisement size

1/4 page      1/2 page      Full page

## Payment details

 ABN 94 108 759 762

### TAX INVOICE

**EFT:** BSB Number: **083 166** Account Number: **79423 1328** **Please Note:** You must include your full name in bank transfer

**Cheque** - make payable to: **SCIENCE VICTORIA**      Invoice School/Purchase order supplied

**Credit Card** (Please tick applicable)      VISA      Master Card

Card No.  Expiry Date  CCV No.

Name of Cardholder (please print) \_\_\_\_\_ Signature \_\_\_\_\_

## Further information

For all bookings and enquiries regarding advertising and inserts, please contact:  
Publications Officer  
Science Teachers' Association of Victoria Inc.  
PO Box 109 (5 Munro Street) Coburg VIC 3058  
Phone: (03) 9385 3999 • Fax: (03) 9386 6722 • Email: publications@stav.vic.edu.au



# Advertising Information & Rates 2021

## Do you want to sell a science related product or promote a science event?

Advertising is available in STAV publications which are distributed to science teachers throughout Victoria.

The Science Teachers' Association of Victoria Inc. (STAV) produces:

### Contact

- monthly newsletter - 11 issues per year (Feb - Dec)
- distributed online as a pdf in colour with hyperlinks

### Let's Find Out

- Quarterly journal for Primary School Science teachers
- 4 full colour issues per year available to members online

### LabTalk

- Quarterly journal for Secondary School Science teachers
- 4 full colour issues per year available to members online

These are distributed to over 800 STAV individual members and 500 schools throughout Victoria.

Advertising options:

### 1. Contact BLOCK Advertising

- 3 sizes available:
  - 1/4 page - 92mm wide x 125mm high
  - 1/2 page - 190mm wide x 125mm high
  - full page - 190mm wide x 257mm high

### 2. Labtalk and Lets find Out Journal Advertising

- 3 sizes available:
  - 1/4 page - 92mm wide x 125mm high
  - 1/2 page - 190mm wide x 125mm high
  - full page - A4 size

## Booking

- All advertisements **MUST be booked one week before deadlines.**
- To book your advertisement/insert simply fill in the Booking Form and return it to STAV before the publication deadline.
- Please refer to the Booking Form and Publications timelines attached.
- Organise artwork for advertising to be sent to the publications officer as per our specifications.

## Rates for Advertising

All prices are GST inclusive.

### Block Advertising

Publication	Size	Member rate	Non-Member rate
CONTACT	1/4 page	\$115	\$155
	1/2 page	\$200	\$260
	full page	\$380	\$500
Let's Find Out	1/4 page	\$80	\$120
	1/2 page	\$145	\$190
	full page	\$265	\$350
LabTalk	1/4 page	\$110	\$140
	1/2 page	\$185	\$235
	full page	\$335	\$415

## Artwork Specifications for Advertising

### Preferred Formats

- Artwork size must be 100% (actual size)
  - High Resolution Full colour PDF (please include all fonts and hyperlinks)
  - Files can be emailed to [publications@stav.vic.edu.au](mailto:publications@stav.vic.edu.au)
- If not supplying PDF artwork, please provide
- tif/eps/jpeg for graphic files (eg logos/photos)
  - Microsoft Word **for text only** - please do not embed graphics (artwork charge will apply for Word files)

If other options are required, please contact (03) 9385 3903 or email: [publications@stav.vic.edu.au](mailto:publications@stav.vic.edu.au).

**Please Note:** STAV is not responsible for the quality of the reproduction of your advertisement if these specifications are not followed.

We will send you a copy of the publication your advertisement appears in.



# Publications **Timelines 2021**

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## Contact Newsletter (Monthly)

Edition	Deadline	Release Date
February - Vol 36 No 1	29 January	31 January
March - Vol 36 No 2	22 February	28 February
April - Vol 36 No 3	29 March	31 March
May - Vol 36 No 4	26 April	1 May
June - Vol 36 No 5	24 May	29 May
July - Vol 36 No 6	28 June	30 June
August - Vol 36 No 7	26 July	31 July
September - Vol 36 No 8	30 August	28 August
October - Vol 36 No 9	27 September	2 October
November - Vol 36 No 10	25 October	30 October
December - Vol 36 No 11	29 November	4 December

**Please note:** Deadlines for *LabTalk* and *Let's Find Out* below are a guide only and may be subject to change. Please contact the Publications Officer on 9385 3903 to confirm deadlines.

## LabTalk - Secondary Journal (Quarterly)

Edition	Deadline	Release Date
Vol 65 No 1	22 Feb	12 March
Vol 65 No 2	26 April	14 May
Vol 65 No 3	5 July	16 July
Vol 65 No 4	20 September	1 October

## Let's Find Out - Primary Journal (Quarterly)

Edition	Deadline	Release Date
Vol 38 No 1	15 March	26 March
Vol 38 No 2	17 May	4 June
Vol 38 No 3	19 July	6 August
Vol 38 No 4	4 October	22 October

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