



Advertising and Insert Information & Rates 2020

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 issues per year

LabTalk

- Quarterly journal for Secondary School Science teachers - 4 issues per year

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

There are 3 main ways to advertise:

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

3. Inserts

Provide us with your flier, brochure and form. We will insert and arrange the mailout with the publication you choose. Inserts should be no larger than A4 size. Please see rates for quantities required depending on circulation intended. Please also refer to the Booking Form for additional information.

If you are interested in having inserts put into STAV conference satchels please contact STAV on (03) 9385 3999.

Booking

- All advertisements and inserts **MUST be booked one week before delivery.**
- 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.
- Send your inserts to STAV as per delivery instructions on the Booking Form.
- Organise artwork for advertising as per our specifications.

Rates for Advertising/Inserts

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

Inserts

Circulation	Quantity	Member rate	Non-Member rate
Primary	300	\$145	\$230
Secondary	700	\$230	\$355
Both/All	1000	\$280	\$490

Artwork Specifications for Advertising

Preferred Formats

- Artwork size must be 100% (actual size)
- High Resolution PDF (please include all fonts and hyperlinks)
- Grayscale at 300dpi resolution for print
- Colour PDF for contact via email only
- Files can be emailed or supplied on CD: 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.

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 2020**

Contact Newsletter (Monthly)

Edition	Deadline	Release date
February - Vol 35 No 1	24 January	31 January
March - Vol 35 No 2	21 February	28 February
April - Vol 35 No 3	24 March	31 March
May - Vol 35 No 4	24 April	1 May
June - Vol 35 No 5	25 May	29 May
July - Vol 35 No 6	26 June	30 June
August - Vol 35 No 7	27 July	31 July
September - Vol 35 No 8	24 August	28 August
October - Vol 35 No 9	28 September	2 October
November - Vol 35 No 10	26 October	30 October
December - Vol 35 No 11	27 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	To Printer	To Mailhouse
Vol 64 No 1	6 March	13 March	20 March
Vol 64 No 2	8 May	15 May	22 May
Vol 64 No 3	17 July	24 July	31 July
Vol 64 No 4	16 October	23 October	30 October

Let's Find Out - Primary Journal (Quarterly)

Edition	Deadline	To Printer	To Mailhouse
Vol 37 No 1	6 March	13 March	20 March
Vol 37 No 2	8 May	15 May	22 May
Vol 37 No 3	17 July	24 July	31 July
Vol 37 No 4	16 October	23 October	30 October

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 3903 • Fax: (03) 9386 6722 • Email: publications@stav.vic.edu.au