



|  | AUSTRALIAN RATES |            | OVERSEAS RATES  |            |
|--|------------------|------------|-----------------|------------|
|  | Non-Member       | Member     | Non-Member      | Member     |
|  | Full Rate        |            | Full Rate (AUD) |            |
| Advertising<br>(Please refer to size specifications on Page 2) | Inclusive of GST |            | GST Free        |            |
| A4 colour  | \$784.30         | \$705.87   | \$713.00        | \$641.70   |
| A4 mono  | \$665.50         | \$598.95   | \$605.00        | \$544.50   |
| Centre page spread   | \$1,575.20       | \$1,417.68 | \$1,432.00      | \$1,288.80 |
| Back Cover   | \$1,072.50       | \$965.25   | \$975.00        | \$877.50   |
| Front & back inside cover                                      | \$928.40         | \$835.56   | \$844.00        | \$759.60   |
| Half page colour (landscape)                                   | \$473.00         | \$425.70   | \$430.00        | \$387.00   |
| Half page mono   | \$382.80         | \$344.52   | \$348.00        | \$313.20   |
| Quarter page mono  | \$221.10         | \$198.99   | \$201.00        | \$180.90   |
| Quarter Page colour  | \$341.00         | \$306.90   | \$310.00        | \$279.00   |
| Eighth Page/Business Card                                      | \$161.70         | \$145.53   | \$147.00        | \$132.30   |
| A4 insert, (double sided, including folding)                   | \$867.90         | \$781.11   | \$789.00        | \$710.10   |

| Advertising Add-On's   | Non-Member  | Member  | Non-Member  | Member  |
|--|---|---|---|---|
| Digital Advertising  | Inclusive of GST  |   | GST Free  |   |
| <b>Email advertising</b><br><i>For events and services only (not products* or retail services).</i><br>- E.g. job advertisement, summer schools, concerts, masterclasses etc.<br>- Schools need to be a member for any job advertisements, and not advertise under an individual's membership.<br><br>*See 'Products' under Digital Advertising Terms        | \$77 per chapter, with a total cap of \$330, plus GST.  | \$55 per chapter with a cap of \$220, plus GST          | AUD \$70 per chapter, with a total cap of AUD \$300, GST free.    | AUD \$50 per chapter with a cap of AUD \$200, plus GST free.      |
| <b>Social Media</b><br><b>(Facebook: National &amp; Chapter pages)</b><br>Posts on social media will attract a one-price point fee, regardless of membership. This fee is applicable to all posts that are advertising an event or if deemed appropriate, a product. Disclaimers** will be used.<br><br>** See 'Disclaimers' under Digital Advertising Terms | Rates will be \$33 for 1 post \$55 for 2 posts plus GST | Rates will be \$33 for 1 post \$55 for 2 posts plus GST | Rates will be AUD \$30 for 1 post AUD \$50 for 2 posts, GST free. | Rates will be AUD \$30 for 1 post AUD \$50 for 2 posts, GST free. |

## Stringendo Publication Terms

### Payments

Payment terms are 30 days from invoice date.

Payment can be made by: cheque, bank deposit, Visa, MasterCard or PayPal.

### Guidelines for Submissions

The following specifications will help your artist prepare your ad.

**SIZE:** It is important to follow size specifications for your advertisement.

- Inside front and back covers & full page is A4 -210mm w. x 297mm h. (3 mm. bleeds)
- Half page portrait - 273mm x 85mm wide
- Half page landscape - 130mm x 175mm wide
- Quarter page portrait - 130mm high x 85mm wide
- Quarter page landscape - 65mm x 175mm wide
- Eighth page/business card - 65mm x 85mm wide **FORMAT**

Advertisements preferred by email on pdf file: [louise@bodal.com.au](mailto:louise@bodal.com.au)

**Design, Artwork & Format** queries to: Louise Booth [louise@bodal.com.au](mailto:louise@bodal.com.au)

Tel: (07) 3865 2604 or 0403 065 496

Artwork changes: AUD \$50.00 plus GST

### Bookings:

AUSTA Advertising Manager - Emily Dittman [advertising@austa.asn.au](mailto:advertising@austa.asn.au)

### Dates:

Due date for submission for the October issue:

Booking deadline is July 17th, 2020

Artwork deadline is August 14th, 2020

## Digital Advertising Terms

The scheduling of all Facebook posts and events needs to be in consultation and coordination with the Social Media Manager and not longer than 6 months since publication, i.e. between Stringendo issues.

### Products

Products cannot be advertised on social media unless they have advertised in Stringendo's latest edition.

All paid posts (advertising) on Facebook will be published on the National Facebook page only unless they have giveaways or tickets etc, for local members of chapters.

The advertising of products, can be negotiated with freebies and giveaways as deemed appropriate by the Social Media Manager, and the discretion of the National Executive Committee.

### Disclaimers

For particular paid advertising (products and some services) suitable disclaimers will be made, such as:

*'This is a Paid Advertisement to benefit AUSTA and is not an endorsement. AUSTA gratefully thanks our advertisers and supporters.'*

*'This is a giveaway promotional offer for AUSTA members, and is not an endorsement.'*

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