



	AUSTRALIAN RATES		OVERSEAS RATES	
	Non-Member	Member	Non-Member	Member
	Full Rate		Full Rate (AUD)	
Advertising (Please refer to size specifications on Page 2)	Inclusive of GST		GST Free	
A4 colour	\$842.60	\$758.34	\$766.00	\$689.40
A4 mono	\$715.00	\$643.50	\$650.00	\$585.00
Centre page spread	\$1,691.80	\$1,522.62	\$1,538.00	\$1,384.20
Back cover	\$1,152.80	\$1,037.52	\$1,048.00	\$943.20
Front & back inside cover	\$997.70	\$897.93	\$907.00	\$816.30
Half page colour (landscape)	\$509.30	\$458.37	\$463.00	\$416.70
Half page mono	\$412.50	\$371.25	\$375.00	\$337.50
Quarter page mono	\$237.60	\$213.84	\$216.00	\$194.40
Quarter page colour	\$366.30	\$329.67	\$333.00	\$299.70
A4 insert, (double sided, including folding)	\$933.90	\$840.51	\$849.00	\$764.10

Advertising Add-On's	Non-Member	Member	Non-Member	Member
Digital Advertising	Exclusive of GST		GST Free	
<b>Email advertising</b> <i>For events and services only (not products* or retail services).</i> - E.g. job advertisement, summer schools, concerts, masterclasses etc. - Schools need to be a member for any job advertisements, and not advertise under an individual's membership.  *See 'Products' under Digital Advertising Terms	\$85 per chapter, with a total cap of \$330 plus GST	\$55 per chapter with a cap of \$220 plus GST	AUD \$85 per chapter, with a total cap of AUD \$330, GST free.	AUD \$55 per chapter with a cap of AUD \$220, plus GST free.
<b>Social Media (Facebook: National &amp; Chapter pages)</b> 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.  ** See 'Disclaimers' under Digital Advertising Terms	Rates will be \$30 for 1 post \$50 for 2 posts plus GST	Rates will be \$30 for 1 post \$50 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.

- Back Cover – only colour - A4 210mm wide x 297mm high - 5mm bleed
- Inside Front Cover - only colour - A4 210mm wide x 297mm high - 5 mm bleed
- Inside Back Cover- colour - A4 210mm wide x 297mm high - 5 mm bleed
- Centre Page Spread - colour - this can be supplied as 2 A4s (as per the usual size) or one large ad. 420mm wide x 297 high - 5 mm bleed
- A4 - colour - A4 210mm wide x 297mm high - 5mm bleed
- Half Page (landscape) - mono/colour - 175mm wide x 130mm high - can be supplied with or without bleed
- Half Page (portrait) mono/colour - 85mm wide x 273mm high - can be supplied with or without bleed
- Quarter Page (landscape) - mono/colour - 175mm wide x 65mm high - can be supplied with or without bleed
- Quarter Page (portrait) - mono/colour - 85mm wide x 130mm high - can be supplied with or without bleed

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 Louise King [advertising@austa.asn.au](mailto:advertising@austa.asn.au)

### Dates:

Due date for submission for the 2024 issues:

### April Issue:

Artwork deadline is Friday 15 March 2024

### November Issue:

Artwork deadline is Friday 4 October 2024

## 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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