

AEU



NEWS

2010 ADVERTISING RATES

The *AEU News* is a full-colour 32 page, A4 magazine. It contains feature articles, reviews, and news updates on educational and industrial developments affecting AEU members.

Target market

The *AEU News* is delivered to more than 42,500 members throughout Victoria. The union covers teachers and other education workers in state primary and secondary schools, TAFE institutes, day training centres, adult education, disability services workplaces, the early childhood sector and other specialised education settings.

Around three quarters of Victorian government school teachers are AEU members.

Themes

Each edition of the *AEU News* features articles based around a theme as well as regular columns.

Circulation

The *AEU News* is published twice a term during Victorian state school terms. With a circulation of more than 42,500 (free to AEU members), the *AEU News* is posted direct to members' homes and to subscribers throughout the education industry.

Artwork

The AEU accepts advertisements via email or on CD.

File formats

Formats accepted include high resolution PDF, Indesign and Illustrator EPS files. All fonts should be embedded or supplied with the file. Images must be high resolution 300dpi.

The AEU publications unit can design and layout your display advertisement for a small fee. Copy is required at least two working days before advertising deadline.

MATERIAL SIZE (mm)

Ad size	Bleed (H x W)	Trim (H x W)	Text (H x W)
Full page	265mm x 195mm	255mm x 185mm	250mm x 180mm
Back cover	307mm x 220mm	297mm x 210mm	297mm x 204mm
half-page horizontal	135mm x 195mm	125mm x 185mm	120mm x 180mm
half-page vertical	100.75mm x 265mm	90.75mm x 255mm	84.75mm x 250mm
one-third page horiz.	88.35mm x 195mm	85mm x 185mm	83.33mm x 180mm
one-third page vertical	265mm x 65mm	255mm x 61.65mm	250mm x 60mm
quarter-page horizontal	71.5mm x 195mm	61.5mm x 185mm	55.5mm x 180mm
quarter-page vertical	134.75mm x 100.75mm	124.75mm x 90.75mm	118.75mm x 84.75mm
eighth-page	71.5mm x 100.75mm	61.55mm x 90.75mm	55.5mm x 84.75mm

FULL COLOUR

Full page	\$2,500
half page	\$1,350
One-third page	\$830
quarter page	\$725
One-eighth page	\$415

Position loading

- + 10% for specific location (excluding back cover)
- + 20% for back cover

CLASSIFIEDS

- 50 cents per word for AEU members
- \$1.00 per word for non-members

INSERTS

- \$3,650 minimum (A4 sheet)
- Cost is variable to weight of insert — call more details.

FLYSHEET

- Advertising is also available on the front and back of our magazine fliersheet. Call for details.

NB: 10% discount for three or more display ads booked at the same time.



RATES & SPECIFICATIONS

For further details contact
AEU publications unit on
(03) 9418 4879.

The *AEU News* goes directly to more teachers and educators throughout Victoria than any other regular publication.

Our feedback indicates that it is widely read on delivery and retained for future reference.

DEADLINES

<u>VOLUME 16</u>	<u>ADVERTISING DEADLINE</u>	<u>ARRIVES IN MEMBERS' HOMES</u>
Issue 1	27 JANUARY	15 FEBRUARY
Issue 2	3 MARCH	22 MARCH
Issue 3	28 APRIL	17 MAY
Issue 4	26 MAY	15 JUNE
Issue 5	21 JULY	12 AUGUST
Issue 6	25 AUGUST	13 SEPTEMBER
Issue 7	13 OCTOBER	1 NOVEMBER
Issue 8	24 NOVEMBER	13 DECEMBER

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