



2007 Advertising rates and deadlines

Queensland Independent Education Union Journal

The Independent Voice

As at January 2007

Advertising sizes & rates: <u>widths underlined</u>	Mono (incl. GST)	Mono Includes 10% agency com. (incl. GST)
Casual per 60mm column	\$20.00	\$25.00
1/16 page (90 x <u>60mm</u> or 45 x <u>125mm</u>)	\$165.00	\$155.00
1/8 page (90 x <u>125mm</u> or 180 x <u>60mm</u>)	\$310.00	\$290.00
1/4 page (180 x <u>125mm</u> or 120 x <u>190mm</u> or 90 x <u>260mm</u>)	\$480.00	\$460.00
1/2 page (180 x <u>260mm</u> or 360 x <u>125mm</u> or 240 x <u>190mm</u>)	\$760.00	\$695.00
Full page (360 x <u>260mm</u>)	\$1215.00	\$1150.00

Circulation

The Independent Voice is the official journal of the Queensland Independent Education Union (QIEU) the professional and industrial body for more than 14 000 private school, kindergarten and business college employees. Teachers, principals, support staff and administration staff working in independent educational institutions, as well as a wide range of members of the broader educational community receive *The Independent Voice* posted to their individual address. The journal features articles on educational, industrial and professional issues

Loadings:

Full 4 colour - plus 40%
Spot Colour - plus 15%
Artwork plus 20%

Discounts

Agency Discount 10%
Discounts available for multiple advertisements
QIEU Member Discount 10%
Inserts – (Price on request: weight and size limitations apply)

Print Dates for 2007 (Publication date is the following Monday)

Issue No 1 15 February	Issue No 5 09 August
Issue No 2 22 March	Issue No 6 20 September
Issue No 3 10 May	Issue No 7 25 October
Issue No 4 12 July	Issue No 8 22 November

DEADLINE FOR ADVERTISING COPY: Two weeks prior to PRINT DATE

- **Mechanical Data:** Electronic format preferred where possible
- **Jobs on disc or email:** Preferred file formats – print ready PDF, TIFF, JPEG or EPS (all images to be CMYK, all fonts embedded) program used must be stated and all fonts, logos and pictures included - must be accompanied by a proof. Files should be compatible with IBM format.
- **Film:** Lith negs (right reading emulsion down) line screen: mono 85 lpi; 4 col 100 lpi. Bromide or good laser copy accepted.

All Bookings, copy and inquiries should be directed to QIEU Publications Officer Jodie Martin

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