



ParentACTion magazine

Advertising Rate Card 2019

ParentACTion is a 12 page publication, issued quarterly to all ACT Parent & Citizen Associations in the ACT, as well as other stakeholders.

The magazine goes straight to the decision makers in school parent organisations. It is also posted on our website.

It has a full colour front and rear outer cover and black mono text inside. Advertising is available on the rear outer cover, inside back cover and internal pages. See over for deadlines for submitting advertisements in 2019.

Booking and payment

To book your space, simply email your requirements to contact@actparents.org.au

We will invoice you and this invoice must be paid at the time of submitting your artwork.

| Size/position | Frequency | Cost including GST | Dimensions |
|---|---|--------------------------------------|--|
| <i>Rear outer cover</i> - half page colour | Single up to 3 issues. 4 to 6 issues | \$499 per issue \$399 per issue | 184mm (W) X 130mm (H) |
| <i>Rear inner cover</i> - half page mono | Single up to 3 issues. 4 to 6 issues | \$155 per issue \$125 per issue | 87mm (W) X 267mm (H) |
| <i>Any other page</i> - full page mono | Single up to 3 issues. 4 to 6 issues | \$195 per issue \$140 per issue | 184mm (W) X 267mm (H) |
| <i>Any other page</i> - half page mono | Single up to 3 issues. 4 to 6 issues | \$120 per issue \$99 per issue | 184mm (W) X 130mm (H) |
| <i>Any other page</i> - 1/4 page mono | Single up to 3 issues. 4 to 6 issues | \$85 per issue \$70 per issue | 87mm (W) X 130mm (H) |
| <i>Any other page</i> - 1/8 page mono | Single up to 3 issues. 4 to 6 issues | \$65 per issue \$55 per issue | 87mm (W) X 65mm (H) |
| <i>Insert</i> per document | Single issues only | \$940 includes insertion costs | No larger than 210x295mm, no more than 2 bound sheets |



ACT Council of Parents & Citizens Associations

The parent voice on public education

ParentACTion magazine

Copy deadlines 2019

| Issue | Booking deadline | Deadline for copy-ready advertisements and payment | Delivery to schools by |
|--------------|-------------------------|---|-------------------------------|
| Term 1 | January 29 | February 5 | March 1 |
| Term 2 | April 12 | April 30 | May 22 |
| Term 3 | July 5 | July 23 | August 14 |
| Term 4 | September 27 | October 15 | November 4 |