



## ParentACTion magazine

### Advertising Rate Card 2020

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 is black mono inside. Advertising is available on the rear outer cover and internal pages.

Advertisements must comply with the dimensions below and be provided as a jpeg or png file of at least 300 dpi. We cannot produce, trim or alter your advertisement for you. See over for deadlines for submitting advertisements in 2020.

### Booking and payment

To book your space, simply email your requirements to [contact@actparents.org.au](mailto:contact@actparents.org.au)  
We will invoice you. Payment is required by the copy deadline (over).

<b>Size/position</b>	<b>Frequency</b>	<b>Cost including GST</b>	<b>Dimensions</b>
<i>Rear outer cover</i> – half page colour	Single up to 3 issues. 4 to 6 issues	\$500 per issue \$400 per issue	184mm (W) X 130mm (H)
<i>Rear inner cover</i> - half page mono	Single up to 3 issues. 4 to 6 issues	\$160 per issue \$130 per issue	87mm (W) X 267mm (H)
<i>Any other page</i> - full page mono	Single up to 3 issues. 4 to 6 issues	\$200 per issue \$160 per issue	184mm (W) X 267mm (H)
<i>Any other page</i> - half page mono	Single up to 3 issues. 4 to 6 issues	\$130 per issue \$105 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	\$90 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	\$70 per issue \$55 per issue	87mm (W) X 65mm (H)
<i>Insert</i> per document	Single issues only	\$950 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*

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### Advertising copy deadlines 2020

<b>Issue</b>	<b>Booking deadline</b>	<b>Deadline for copy-ready advertisements and payment</b>	<b>Delivery to schools by</b>
Term 1	January 31	February 5	March 2
Term 2	April 9	April 28	May 20
Term 3	July 3	July 21	August 12
Term 4	September 25	October 12	November 2