



## ParentACTion magazine

### Advertising Rate Card 2021

ParentACTion is a 12 page publication, issued in Terms 1, 2 and 3 of the school year 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 2021.

### 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).

Size/position	Frequency	Cost including GST	Dimensions
<i>Rear outer cover</i> - half page colour	Single up to 3 issues. 4 to 6 issues	\$550 per issue \$440 per issue	184mm (W) X 130mm (H)
<i>Rear inner cover</i> - half page mono	Single up to 3 issues. 4 to 6 issues	\$175 per issue \$145 per issue	87mm (W) X 267mm (H)
<i>Any other page</i> - full page mono	Single up to 3 issues. 4 to 6 issues	\$220 per issue \$175 per issue	184mm (W) X 267mm (H)
<i>Any other page</i> - half page mono	Single up to 3 issues. 4 to 6 issues	\$145 per issue \$115 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	\$99 per issue \$75 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	\$75 per issue \$60 per issue	87mm (W) X 65mm (H)
<i>Insert</i> per document	Single issues only	\$980 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 2021

<b>Issue</b>	<b>Booking deadline</b>	<b>Deadline for copy-ready advertisements and payment</b>	<b>Delivery to schools by</b>
Term 1	February 1	February 15	March 10
Term 2	April 19	April 30	May 26
Term 3	July 12	July 23	August 18