

Shine

Every child,
every opportunity

Advertise 2011

OVER 73,000 COPIES

Shine is a monthly magazine published by the Department of Education and Early Childhood Development.

Shine is distributed to all government school teachers and principals; non-teaching staff; school council members; Catholic and independent schools; early childhood professionals including kindergarten teachers and child care workers; and maternal and child health centres. The magazine has a guaranteed circulation of more than 73,000 copies every month.

With practical tips and advice, latest research, training opportunities, regular columnists and in-depth feature stories, *Shine* is of vital importance to both the school and early childhood communities.

Artwork

Provide artwork for your advertisement as a press-optimised pdf, with all fonts embedded.

Alternatively, we can design and typeset your advertisement for you. Send us quality copies of any company logos, artwork or photographs you want included, as well as text for the advertisement – and we'll do the rest. An additional charge of 20 per cent may apply to cover layout and design of advertisement. Late delivery of materials may incur forfeiture of space at full cost.

General conditions

Shine reserves the right to designate page number and position of advertisements to be published.

It is NOT our policy to include editorials from advertisers.

Shine reserves the right to refuse any advertising.

Every advertisement in every respect is subject to the publisher's approval.



Cancellation Policy

Cancellation of advertising space must be received no later than 14 days prior to publication date to avoid billing. Any space cancelled after this time may incur the full insertion cost.

Where to reach us

Book and forward your advertising by the deadlines.

Send details of your advertisement including size, publication date/s together with your ad (pdf), full name, address and contact numbers to the email address below. Please include 'Shine Advertising' in the subject line.

EMAIL: ed.advertising@edumail.vic.gov.au

POST: Shine Advertising
Department of Education and Early Childhood Development
GPO Box 4367
Melbourne VIC 3001

PHONE: (03) 9637 2862



Department of Education and
Early Childhood Development

Shine

Display ad sizes

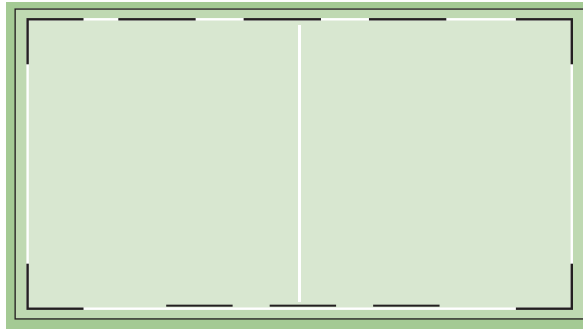
Display Advertising Sales

Wayne Maxwell or
Diane Mifsud

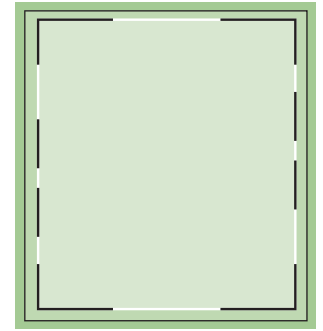
Ph: (03) 9637 2862

Email: ed.advertising@edumail.vic.gov.au

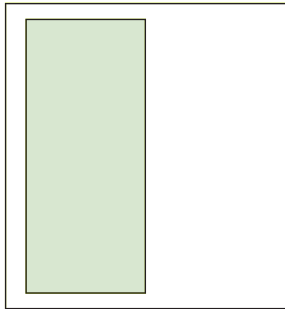
GPO Box 4367, Melbourne VIC 3001



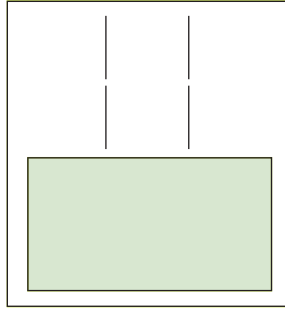
Double page spread
284mm x 450mm wide*



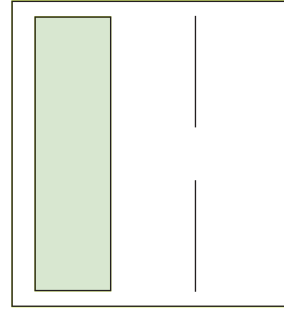
Full page
284mm x 230mm wide with bleed*
274mm x 220mm trim area
254mm x 200mm text area



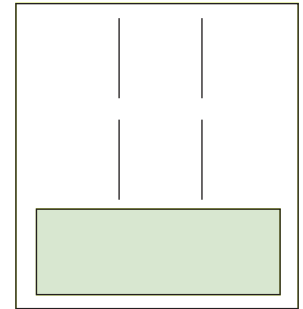
Half page vertical
254mm x 92mm wide



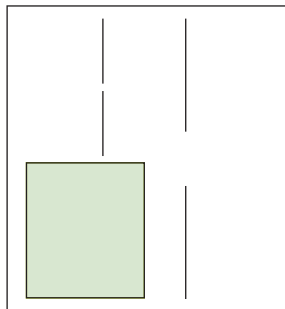
Half page horizontal
125mm x 188mm wide



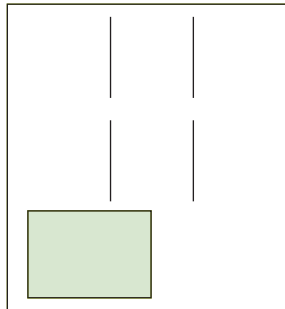
Third page vertical
254mm x 60mm wide



Third page horizontal
82mm x 188mm wide



Quarter block
125mm x 92mm wide



Sixth block
82mm x 92mm wide

Inserts, onsets, gatefolds, etc.

Various advertising options are available in the form of inserts, onsets, gatefolds and other forms of presenting your advertising material.

Rates will depend on various factors such as physical size, weight and type of insertion/option.

An example (hard copy) of the insert is to be provided prior to material deadline.

Please contact Wayne Maxwell to discuss different insert options and pricing on (03) 9637 2868.

*Full page advertisements should have 5mm bleed added to trim size all around and the text area should be 10mm inside of trim size.

DISPLAY AD SPECIFICATIONS AND RATES

Code	Height	Width	Cost excl. GST*
Double page including bleed	284mm	450mm	\$7,200
Full page including bleed	284mm	230mm	\$3,600
Full page	254mm	200mm	\$3,600
Half vertical	254mm	92mm	\$1,800
Half horizontal	125mm	188mm	\$1,800
Third vertical	254mm	60mm	\$1,200
Third horizontal	82mm	188mm	\$1,200
Quarter block	125mm	92mm	\$900
Sixth block	82mm	92mm	\$600

Classifieds

Display ads	per cm	44mm	\$35
Line ads - \$1.00 per word.		Min charge \$30	

PUBLICATION DATES & DEADLINES 2011

	Issue	Publication week commencing	Ad Booking deadline	Ad Material deadline
TERM 1	1 February	31 Jan	10 Jan	19 Jan
	2 March	28 Feb	07 Feb	16 Feb
	3 April	28 Mar	07 Mar	16 Mar
TERM 2	4 May	02 May	11 Apr	20 Apr
	5 June	30 May	09 May	18 May
	6 July	27 Jun	06 Jun	15 Jun
TERM 3	7 August	01 Aug	11 Jul	20 Jul
	8 September	05 Sep	15 Aug	24 Aug
TERM 4	9 October	10 Oct	19 Sep	28 Sep
	10 November	07 Nov	17 Oct	26 Oct
	11 December	05 Dec	14 Nov	23 Nov

*Guaranteed page number placement requires pre approval and will attract a 20 per cent loading