

AUSTRALIAN EDUCATIONAL SUPPLIES

www.a-zeducationsupplies.com.au



DIRECTORY NOW ONLINE!

A fantastic time saver for principals, teachers, heads of departments, bursars etc. who can now immediately research their needs and source suppliers.

A one-stop shop for everyone involved in purchasing equipment and services.

Instant access to hundreds of suppliers with links to your own web site.

Advertise your products or services to this lucrative market...

Media Kit 2010/11



Australian A-Z Educational Suppliers Directory now offers an online monthly newsletter.

Australia's NEW, unique and exciting online directory of educational products, services and suppliers. This interactive site will attract 1000s of 'hits' each week. Be part of this exciting new development for schools.

With the demand from companies to get their message to the marketplace on a more regular manner, we are launching a new monthly e-newsletter which will be sent to all schools. This offers all suppliers to the educational market a vehicle to notify all schools of new and improved product ranges, and to offer "specials" (whether they are end of ranges, special discounts on existing stocks when new supplies are coming in, etc) in a cost-effective manner.

Companies placing regular advertising in the hard copy of the publication will receive free insertions in the e-newsletter in direct relation to the size of the advertising, i.e. a quarter page gets a free month, a half page two months, and a full page four months.

* Conditions apply

Due to the success of previous editions, *Australian A-Z Educational Supplies* has firmly entrenched itself in the national education marketplace as the place to go to assist in that all important buying decision.

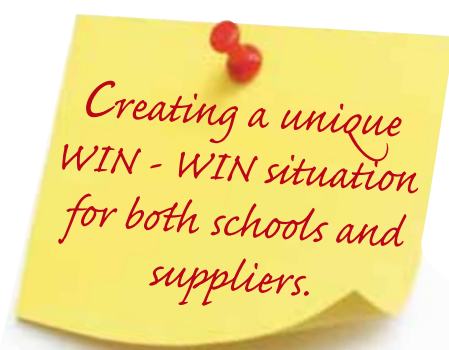
In 2010/ 2011 we will be continuing our relationship with The Bursar Forum, the national body representing hundreds of bursars.

Mailed FREE to all schools, universities and TAFEs nationally, *Australian A-Z Educational Supplies* provides your company with a tremendous opportunity to maximise your exposure to this huge market, in a user-friendly, cost-effective manner.

Australian A-Z Educational Supplies is due for publication in December 2010. Many companies in the current issue have already re-booked for the next issue, together with a number of new companies keen to promote themselves in this competitive lucrative market.

DISTRIBUTION BREAKDOWN OF SCHOOLS

	NSW	VIC	QLD	SA/NT	WA	TAS	ACT	TOTAL
PRIMARY SCHOOLS								
Government	1748	1239	1149	545	535	155	80	5451
Catholic	436	381	197	81	113	24	36	1268
Independent	148	91	57	55	55	8	9	423
Total	2332	1711	1403	683	703	187	125	7141
SECONDARY SCHOOLS								
Government	399	314	225	109	100	43	30	1220
Catholic	140	88	71	17	24	3	12	355
Independent	37	28	24	12	11	1	6	119
Total	576	430	320	138	135	47	48	1694
COMBINED SCHOOLS								
Government	145	109	62	176	95	27	3	617
Catholic	31	17	20	31	23	9	3	134
Independent	140	123	74	24	45	21	6	433
Total	316	249	156	23	163	57	12	1184
TAFE Total	45	60	44	58	96	11	6	320
OTHER TERTIARY								
Government	26	22	18	7	15	3	2	93
Catholic	1	3	1	0	0	0	1	6
Independent	2	1	2	2	0	0	0	7
Total	29	26	21	9	15	3	3	106
GRAND TOTAL	3288	2480	1945	1120	1112	306	194	10445

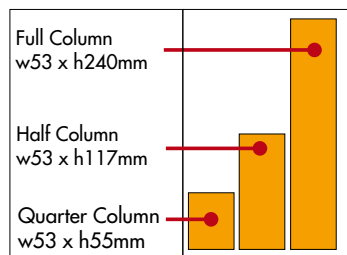
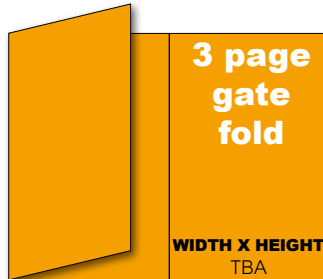
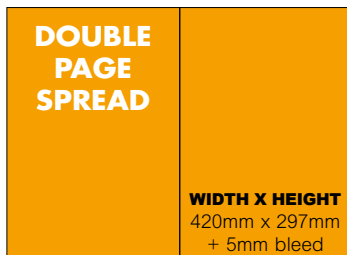
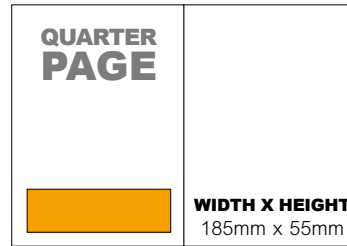
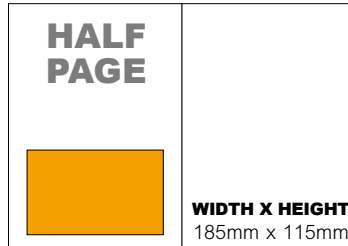
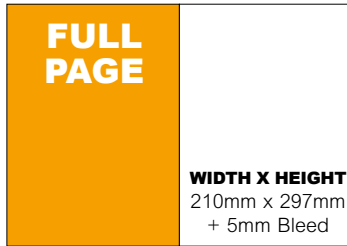


* Conditions apply - Please contact your sales representative for further information.



Material Specifications

Magazine Trim Sizes: A4 210mm width x 297mm height



DISK SPECIFICATIONS:

Australian A-Z Educational Supplies is produced within a Macintosh DTP environment and so compatible formats are preferred (call our production department for assistance with PC conversions). Advertisers must supply the following: a copy of all fonts (printer and screen) used within their documents, and a laser proof of the documents.

PROGRAMS:

Fonts: Only Adobe Postscript Type 1 fonts can be used – unless supplied as an outline in Adobe Illustrator.

PDF Files: HIGH-RES PDF files please ensure CMYK format.

QuarkXPress: ensure you are working in CMYK Mode and have process separation turned on in the Edit Colour menu.

Adobe Illustrator: please outline fonts

Adobe Photoshop: ensure the files are in CMYK Mode, NOT RGB. The resolution required is 300dpi at 100%. Please note: Ensure all images are included. If logos are to be scanned please supply bromide or clear copy (not photocopy or fax) with PMS colour breakdown.

PRINTING PROCESS:

The *Australian A-Z Educational Supplies* is printed on quality 100gsm stock. Cover printed on 250gsm art board by the four colour process to magazine standards. Second colour advertisements will be prepared from process colours (Magenta, Cyan, Yellow, Black). Every effort will be made to match advertiser's sample.

MATERIAL:

All material to be marked with COMPANY NAME and to be supplied on disk:

CD and sent to Showcase Publications PO Box 665, Broadway Shopping Centre, Broadway NSW 2007 or email: artwork@showpub.com.au (Max. 5MB limit)



Australian A-Z Educational Supplies Directory now online!

Booking a full or half page advertisement in Australian A-Z Educational Supplies will get you and online advertisement for FREE.



2011 Advertising Rates

All rates are subject to 10% GST. Please add 10% for all agency bookings.

Advertisement Size	Price + GST
*Covers	On application
Double page spread	\$ 4,500
Full page	\$ 3,250
Half page	\$ 2,150
Quarter page	\$ 1,350
Full Column	\$ 950
Half column	\$ 750
Quarter column	\$ 550
Full color listing	\$ 350
*Special positions offered subject to availability.	

ISSUE	ART DEADLINE
2011	31 October 2010
* Deadlines are subject to change	

All advertisers get free on-line listings with direct links on website.



Online Pricing and Art Specifications

ADVERTISEMENT TYPE	PRICE	SIZE
Home Page Banner	\$1000 (6 months) \$1500 (12 months)	882px X 135px Horizontal
Home Page Portal	\$ 750 (6 months) \$1250 (12 months)	148px X 135px Square
<i>"Home Page Portal continues through other pages"</i>		
Category Banners	\$500 (6 months) \$750 (12 months)	882px X 114px Horizontal
Expanded Listing	\$300 (6 months) \$450 (12 months)	882px X 114px Horizontal
Basic Listing	\$200 (6 months) \$300 (12 months)	Includes logo with text Only text
e-newsletter	\$2400 (quantity 6) \$1350 (quantity 4) \$850 (quantity 2)	tba tba tba

Online Sample

Home Page Banner

Category Banners

Home Page Portal

Expanded Listing (Basic Listing the same but no logo)

