

AEU News

MAGAZINE OF THE VICTORIAN BRANCH OF THE AEU



2017 ADVERTISING RATES

The *AEU News* goes directly to more teachers and educators throughout Victoria than any other regular publication.

Our feedback indicates that it is widely read on delivery and retained for future reference.

The *AEU News* is a full-colour 48 page, magazine (230mm wide x 280mm high). It contains feature articles, reviews, and news updates on educational and industrial developments affecting AEU members.

TARGET MARKET

The *AEU News* is delivered to more than 50,000 members throughout Victoria. The union covers teachers and other education workers in state primary and secondary schools, TAFE institutes, day training centres, adult education, disability services workplaces, the early childhood sector and other specialised education settings.

Around three quarters of Victorian government school teachers are AEU members.

CIRCULATION

The *AEU News* is published once a term during Victorian state school terms. With a circulation of more than 50,000 (free to AEU members), the *AEU News* is posted direct to members' homes and to subscribers throughout the education industry.

Advertising contact

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**PLEASE NOTE ALL ADVERTISING
PLACEMENT IS SUBJECT TO
AVAILABILITY AND TO APPROVAL
FROM LEADERSHIP. WE DO NOT
PAY AGENCY COMMISSION. BOOK
YOUR AD IN ADVANCE TO AVOID
DISAPPOINTMENT!**

SPECIFICATIONS AND RATES



MATERIAL SPECIFICATIONS & RATES

ARTWORK

The AEU accepts advertisements via email: ad@aeuic.asn.au

FILE FORMATS

Formats accepted include high resolution PDF, Indesign and Illustrator EPS files. All fonts should be embedded or supplied with the file. Images must be high resolution 300dpi.

DESIGN

The AEU publications unit can design and layout your display advertisement for a fee. The hourly design rate is \$100, with a minimum charge of \$100. Copy is required at least two working days before advertising deadline. Please contact the Publications Unit for an estimate.

Display ads

SIZE	WIDTH X HEIGHT	Rates
1 Back cover	230mm x 280mm (6mm bleed)	FULL COLOUR \$3,408*
2 Full page	200mm x 246mm	
3 Half-page horizontal	200mm x 101mm	\$1,831*
4 Half-page vertical	86mm x 246mm	
5 One-third page horizontal	200mm x 70mm	\$1,132*
6 One-third page vertical	63mm x 246mm	
7 Quarter-page vertical	86mm x 105mm	\$985*
8 Eighth-page	86mm x 52.5mm	\$566*

* POSITION LOADING

+ 10% for specific location (excluding back cover) + 20% for back cover

Onserts

230mm x 280mm. Cost is variable to weight of insert — call for more details.

from \$4,150

Flysheet

Advertising is also available on the back of our magazine flysheet. Call for details.

Classifieds

\$0.72 cents per word for AEU members / \$1.44 per word for non-members. Download your classified booking form from www.aeuic.asn.au/classified_advt_booking.pdf.

10%
DISCOUNT FOR
THREE OR MORE
DISPLAY ADS
BOOKED AT THE
SAME TIME.

