



ParentACTion magazine

Advertising Rate Card 2017

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 black mono text inside. Advertising is available on the rear outer cover, inside back cover and internal pages. See over for deadlines for submitting advertisements in 2017.

Booking and payment

To book your space, simply email your requirements to contact@actparents.org.au

We will invoice you and this invoice must be paid at the time of submitting your artwork.

Size/position	Frequency	Cost including GST	Dimensions
<i>Rear outer cover</i> - half page colour	Single up to 3 issues. 4 to 6 issues	\$480 per issue \$380 per issue	184mm (W) X 130mm (H)
<i>Rear inner cover</i> - half page mono	Single up to 3 issues. 4 to 6 issues	\$145 per issue \$115 per issue	87mm (W) X 267mm (H)
<i>Any other page</i> - full page mono	Single up to 3 issues. 4 to 6 issues	\$185 per issue \$135 per issue	184mm (W) X 267mm (H)
<i>Any other page</i> - half page mono	Single up to 3 issues. 4 to 6 issues	\$115 per issue \$90 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	\$80 per issue \$60 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	\$62 per issue \$50 per issue	87mm (W) X 65mm (H)
<i>Insert</i> per document	Single issues only	\$900 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

ParentACTion magazine

Copy deadlines 2017

Issue	Booking deadline	Deadline for copy-ready advertisements	Delivery to schools
Term 1	February 3	February 17	March 5
Term 2	April 28	May 8	May 23
Term 3	July 19	August 1	August 16
Term 4	October 9	October 20	November 3