

# P&C FEDERATION

2020 ADVERTISING PACK



## About us

In NSW government schools, there are P&C Associations as a partner in children's education to improve the quality of learning experiences in schools. P&C Associations have diverse membership and are influential in determining how fundraising occurs within the school community as well as how the monies of the P&C Association will be spent. P&C Associations as not-for-profit groups often purchase equipment and resources that immediately improve learning environments and support teaching practices.

P&C Federation provides information, support and services to school community members, specifically P&C Associations. Advertising space is available in the Parent and Citizen Journal.

All advertising must be approved in writing by P&C Federation prior to placement in the publication.

Advertising should be aimed at P&C Association members in their dual role as custodians of children's education and as decision-makers in the allocation of substantial funds for the purchase of multiple goods and services.

## Our Journal

The P&C Journal is distributed to member P&C Associations in New South Wales and is circulated to parents, teachers, librarians, school administrators, Department of Education Officers, Parliamentarians, lecturers, universities and other interested members of the community.

The Parent and Citizen Journal is printed quarterly with a typical print run of ~6,000. Copies are distributed directly to P&C Associations in every public school in New South Wales as well as government organisations, educational institutions and private subscribers. A copy of the Parent and Citizen Journal is available to read on P&C Federation's website (<https://www.pandc.org.au/journals/>) for a period of at least 12 months.

The P&C Federation's website ([www.pandc.org.au](http://www.pandc.org.au)) is accessible to global users and has information and online resources that make the site a point of service for approx. 1900-member P&C Associations and 350 contract drivers.

## Contact us

Federation of Parents and Citizens Associations of New South Wales

**A:** 408/55 Phillip Street, Parramatta NSW 2150

**T:** 1300 885 982

**F:** 1800 655 866

**E:** [journal@pandc.org.au](mailto:journal@pandc.org.au)

**W:** [www.pandc.org.au](http://www.pandc.org.au)

**ABN:** 37 439 975 796

# 1. Parent and Citizen Journal Advertising

## 1.1. Parent and Citizen Journal Deadlines

Issue	Advertising and Editorial	Distribution (the week of)
Term 1 2020	18/11/2019	03/02/2020
Term 2 2020	02/03/2020	27/04/2020
Term 3 2020	25/05/2020	20/07/2020
Term 4 2020	17/08/2020	12/10/2020

## 1.2. Parent and Citizen Journal Advertising Rate Guide

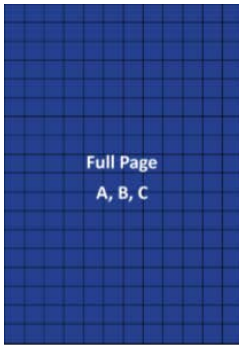
Advertising Size	Issue insert per page	2 x Issue inserts (5% Discount)	3 x Issue inserts (7.5% Discount)	4 x Issue inserts (10% Discount)
Outside back cover A	\$2,692.16	\$5,115.11	\$7,470.75	\$9,691.79
Inside back cover B	\$2,460.96	\$4,675.82	\$6,829.16	\$8,859.45
Inside front cover C	\$2,564.42	\$4,872.40	\$7,116.27	\$9,231.92
Full page D	\$2,070.33	\$3,933.63	\$5,745.17	\$7,453.19
Half page E & F	\$1,258.98	\$2,392.06	\$3,493.67	\$4,532.33
Quarter page G & H	\$912.07	\$1,732.92	\$2,530.98	\$3,283.43

Advertisers who advertised in 2019 and select 4 terms advertisement option for 2020 will receive the 2019 rates if this is taken out prior to 15 November 2019. Please contact the office for more information.

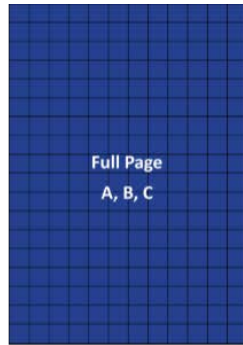
One issue published each New South Wales school term (currently 4 terms per year).

Rates include GST- Base full colour.

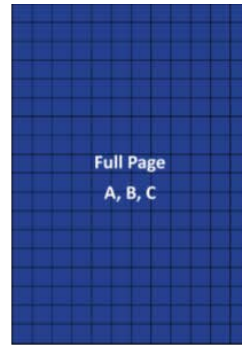
## 2. Parent and Citizen Journal Advertising Size Guide



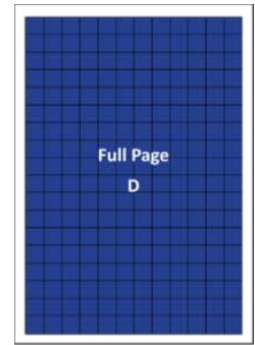
**A: Outside Back Cover**  
210mm x 297mm



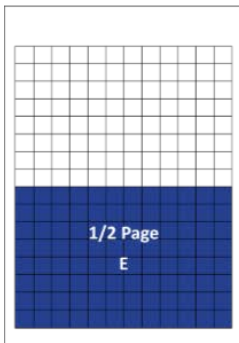
**B: Inside Front Cover**  
210mm x 297mm



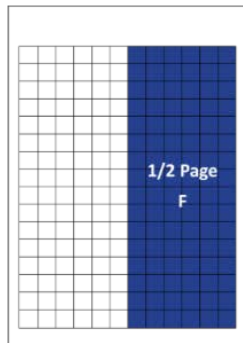
**C: Inside Back Cover**  
210mm x 297mm



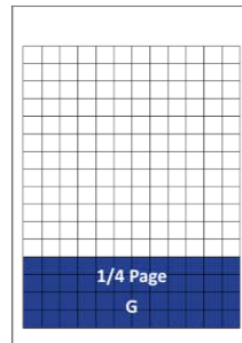
**D: Full Page**  
190mm x 277mm



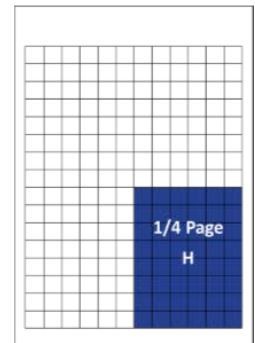
**E: Half Page Horizontal**  
190mm x 123mm



**F: Half Page Vertical**  
95mm x 246mm



**G: Quarter Page Vertical**  
190mm x 61.5mm



**H: Quarter Page Horizontal**  
95mm x 123mm

## 3. Terms and Conditions

### 3.1 Acceptance

All advertising copy is subject to the approval of P&C Federation, who reserves the exclusive right to reject without explanation any advertisement or copy or place restrictions on any material that will be accepted.

Advertisements supplied must be of high quality/high resolution in PDF and /or JPEG format

P&C Federation does not provide a guarantee of the page number that your advertisement will be situated on within the Parent and Citizen Journal. An exception is offered for advertisers who have purchased the inside front, inside back or outside back cover. **In the event multiple advertisers request the same cover option as per table, acceptance and placement of advertisement will be at the sole exclusive discretion of P&C Federation and final decision will be no later than 15 November 2019.**

All advertisers acknowledge that there may be a competitor appearing in the same journal. All advertising copy is subject to the approval of P&C Federation. P&C Federation reserves the right to reject any advertisement or copy or place restrictions on any material submitted as an advertisement.

### 3.2 Payment Conditions

Once a signed confirmation is received an invoice will be issued. For your advertisement to proceed, **full payment of invoice must be paid in full by due date on invoice.** Prices are set for the 2020 calendar year ([section 1.2](#)).

Where a single-issue advertisement is cancelled after the **Advertising and Editorial deadline as published in this document** ([section 1.1](#)) no refund is available.

Where an advertisement which is part of a multiple issue deal is cancelled after the **Advertising and Editorial deadline for the respective journal edition as published in this document** ([section 1.1](#)) no refund is available. If the remaining editions within the multiple issue deal are also included in the cancellation, **a refund based on the recalculation of the packaged amount to a single publication cost for each remaining edition, less a 30% cancellation fee for each edition cancelled will apply.**

P&C Federation reserves the exclusive right to continue production if advertising copy is not received by the **Advertising and Editorial deadline as published in this document** ([section 1.1](#)). Where this occurs due to late material submission no refund is provided.

### 3.3 Indemnity

It is the responsibility of the advertiser to ensure that all advertisements are accurate, bona-fide, non-defamatory and comply with the law, including but not limited to, the Trade Practices Act 1974. Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its employees, contractors and agents against all actions, claims, loss, damages and cost resulting from anything published on behalf of the advertiser. The advertiser acknowledges that the publisher and its employees, contractors and agents may rely on the above warranties and indemnities.

### 3.4 Notice

Please make sure your advertisements follow the guidelines contained in this Advertising Pack to avoid any problems with placement. A completed 'Advertiser Request for Placement' must be returned as well as your payment as provided within the confirmation terms.

If you have any questions or require a designer for your advertisement please contact P&C Federation, email [journal@pandc.org.au](mailto:journal@pandc.org.au) or call 1300 885 982.

# ADVERTISER REQUEST FOR PLACEMENT 2020 PARENT AND CITIZEN JOURNAL

ADVERTISER INFORMATION					
Contact name:				Phone number:	
Company:					
Email:					
Postal address:					
ADVERTISING SPACE REQUESTED for 2020					
Term of booking:	Term 1 <input type="checkbox"/>	Term 2 <input type="checkbox"/>	Term 3 <input type="checkbox"/>	Term 4 <input type="checkbox"/>	Total Editions:
SIZE OF ADVERTISEMENT for 2020					
Outside back cover (A) <input type="checkbox"/>	Inside front cover (B) <input type="checkbox"/>	Inside back cover (C) <input type="checkbox"/>			
Full page (D) <input type="checkbox"/>	Half page (E or F) <input type="checkbox"/>	Quarter page (G or H) <input type="checkbox"/>			
Total payable for advertising space requested: \$				Inclusive of GST	
<b>TERMS:</b>					
Payment is strictly the lesser of net 7 days from date of invoice or prior to the Advertising and Editorial deadline ( <a href="#">section 1.1</a> ). Payment must be cleared and made following the issue of invoice for the advertisement to proceed ( <a href="#">section 3.2</a> ).					
Payment options are:					
<b>DIRECT DEPOSIT:</b>			<b>CHEQUE:</b>		
Commonwealth Bank			Payable to: P&C Federation		
Account name: P&C Federation			Sent to: Locked Bag 5114, Parramatta NSW 2142		
BSB: 062-174 Account number: 10 528 817					
Reference: Journal2020					
P&C Federation does not provide any guarantee of the page number that your advertisement will be situated on within the Parent and Citizen Journal. All advertisers acknowledge and accept that there may be a competitor advertisement appearing in the same journal. All advertising copy is subject to the exclusive approval of P&C Federation. P&C Federation reserves the exclusive right to reject any advertisement or copy or place restrictions on any material submitted as an advertisement or by an Advertiser ( <a href="#">section 3.1</a> ).					
<b>Advertisement Copy:</b> Please ensure that copy is provided in high quality/high resolution in PDF and/or JPEG format. JPEG format allow for a 10mm bleed where applicable ( <a href="#">section 3.1</a> ). Should there be an issue with the copy provided P&C Federation will make reasonable effort to make contact and resolve the issue. <b>Copy are to be sent to:</b> <a href="mailto:journal@pandc.org.au">journal@pandc.org.au</a> . Please ensure the copy is sent to us before the advertising and editorial deadline ( <a href="#">section 1.1</a> ).					

I/We agree to the terms and conditions for advertisement outlined in the 2020 Advertising Pack.

Name:

Signature:

On behalf of:

ABN:

Date:

Please sign and return a copy to P&C Federation with your advertisement: [journal@pandc.org.au](mailto:journal@pandc.org.au)