

PARENT & CITIZEN JOURNAL

2021 ADVERTISING PACK

Federation of Parents & Citizens Associations of NSW



About us

The Federation of Parents and Citizens Associations of NSW (P&C Federation) was established in 1922 and is the peak body representing all State Government school Parents and Citizens (P&C) Associations in NSW.

P&C Associations are not-for-profit organisations with a diverse membership and the power to control their own budgets, influence fundraising activities within their school community, and purchase equipment and resources to improve learning environments and support teaching practices.

P&C Federation provides information, support and services to more than 1,700 P&C Associations as well as school community members.

The P&C Federation Journal, **Parent & Citizen**, is a key channel of communication with P&C Associations and school communities throughout NSW.

Advertising in the Parent & Citizen Journal

Advertising space is available in the **Parent & Citizen** Journal.

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

Our Journal

The **Parent & Citizen** Journal is printed quarterly with an average print run of 3,200. Copies are distributed directly to member P&C Associations in public schools in New South Wales and circulated to parents, teachers, librarians and school administrators, as well as the Minister for Education, Parliamentarians, Department of Education officers, universities and other interested members of the community.

Digital copies of the **Parent & Citizen** Journal are also freely available on P&C Federation's website (<https://www.pandc.org.au/journals/>) for at least 12 months from the date of publication.

P&C Federation's website (www.pandc.org.au) is accessible to global users and has information and online resources that make the site a point of service for more than 1,700 P&C Associations and the wider school communities.

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

W: www.pandc.org.au

ABN: 37 439 975 796

1. Parent & Citizen Journal Advertising

1.1. Parent & Citizen Journal Deadlines

Issue	Advertising and Editorial	Distribution (the week of)
Term 1 2021	16/11/2020	01/02/2021
Term 2 2021	22/02/2021	19/04/2021
Term 3 2021	17/05/2021	12/07/2021
Term 4 2021	09/08/2021	05/10/2021

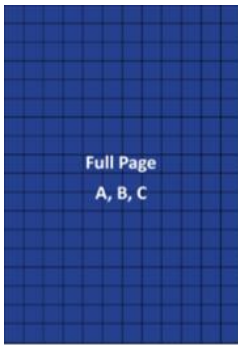
1.2. Parent and Citizen Journal Advertising Rate Guide

Advertising Size	1 Issue	2 Issues (5% Discount)	3 Issues (7.5% Discount)	4 Issues (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

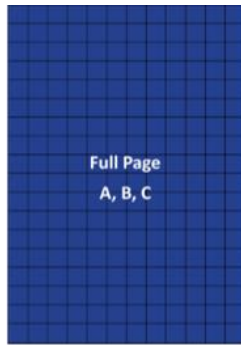
For advertising bookings and to submit an article contact journal@pandc.org.au.

Advertisements supplied must be of high quality/high resolution in PDF and /or JPEG format. One issue published each New South Wales school term (currently 4 terms per year). Rates include GST - Base full colour.

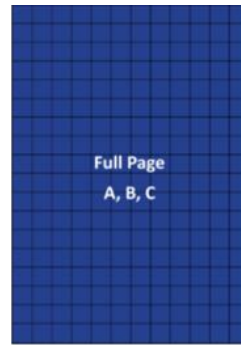
2. Parent & Citizen Journal Advertising Size Guide



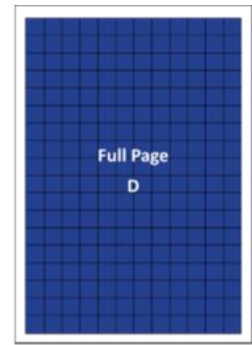
A: Outside Back Cover
210mm (w) x 297mm (h)



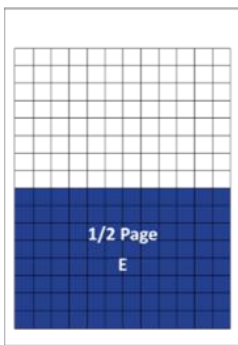
B: Inside Front Cover
210mm (w) x 297mm (h)



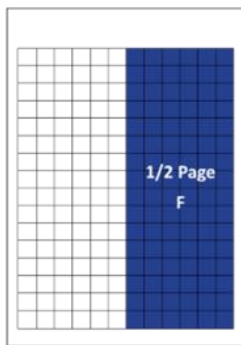
C: Inside Back Cover
210mm (w) x 297mm (h)



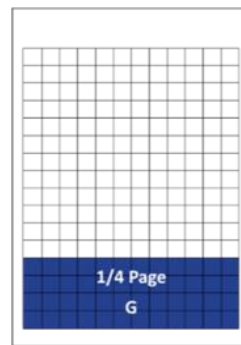
D: Full Page
190mm (w) x 277mm (h)



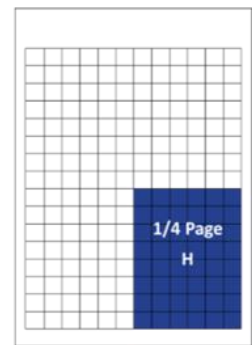
E: Half Page Horizontal
190mm (w) x 128mm (h)



F: Half Page Vertical
95mm (w) x 246mm (h)



G: Quarter Page Horizontal
190mm (w) x 61.5mm (h)



H: Quarter Page Vertical
93mm (w) x 128mm (h)

For A, B & C, trim marks are required, and the bleed should be a minimum of 4mm. D, E, F, G & H do not require bleeds or trims. All art should be supplied as CMYK.

3. Terms and Conditions

3.1 Acceptance

All advertising copy is subject to the approval of P&C Federation, which reserves the exclusive right to reject 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 & 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 2020.**

All advertisers acknowledge that there may be a competitor appearing in the same journal.

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 received by due date on invoice.** Prices are set for the 2021 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 of the journal if advertising copy is not received by the **Advertising and Editorial deadline as published in this document** ([section 1.1](#)). No refund will be provided if this occurs.

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 or call 1300 885 982.

ADVERTISER REQUEST FOR PLACEMENT 2021

PARENT AND CITIZEN JOURNAL

ADVERTISER INFORMATION					
Contact name:		Phone number:			
Company:					
Email:					
Postal address:					
ADVERTISING SPACE REQUESTED for 2021					
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 2021					
Outside back cover (A) <input type="checkbox"/>	Inside back cover (B) <input type="checkbox"/>		Inside front cover (C) <input type="checkbox"/>		
Full page (D) <input type="checkbox"/>	Half page (E or F – please select your preference in the box) <input type="checkbox"/> E <input type="checkbox"/> F		Quarter page (G or H – please select your preference in the box) <input type="checkbox"/> G <input type="checkbox"/> H		

Total payable for advertising space requested:	\$	Inclusive of GST
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TERMS:
 Payment is strictly the lesser of net 7 days from date of invoice or prior to the Advertising and Editorial deadline ([section 1.1](#)).
 Payment must be cleared and made following the issue of invoice for the advertisement to proceed ([section 3.2](#)).
 Payment options are:

DIRECT DEPOSIT: Commonwealth Bank Account name: P&C Federation BSB: 062-174 Account number: 10 528 817 Reference: Journal2021	CHEQUE: Payable to: P&C Federation Sent to: Locked Bag 5114, Parramatta NSW 2142
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P&C Federation does not provide any guarantee of the page number that your advertisement will be situated on within the **Parent & 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 ([section 3.1](#)).

Advertisement Copy: Please ensure that copy is provided in high-quality/high resolution in PDF and/or JPEG format and as CMYK. Should there be an issue with the copy provided, P&C Federation will make reasonable effort to make contact and resolve the issue.
Copy is to be sent to: journal@pandc.org.au. Please ensure the copy is sent to us before the advertising and editorial deadline ([section 1.1](#)).

I/We agree to the terms and conditions for advertisement outlined in the 2021 P&C Federation Advertising Pack.

Name:	Signature:
On behalf of:	ABN:
Date:	

Please sign and return a copy to P&C Federation with your advertisement to journal@pandc.org.au