

P&C FEDERATION 2025 ADVERTISING PACK

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.

The P&C Federation provides information, support, and services to more than 8,000 P&C Associations and their 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 2,200. Copies are distributed directly to member P&C Associations in public schools in New South Wales and circulated to parents, teachers, librarians, school administrators, 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 the P&C Federation's [website](#) for at least 12 months from the date of publication, with a registered audience of over 8000 recipients electronically subscribed.

P&C Federation's [website](#) is accessible to global users and has information and online resources that make the site a point of service for more than 1,800 P&C Associations and their wider school communities.

DISTRIBUTION

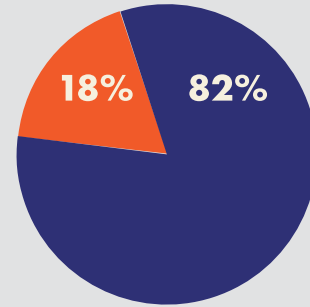
Printed Copy

Average Print Run 2,200

P&C Association Schools

Distribution

- NSW Department of Education Staff
- NSW Education Standards Authority Staff P&C Federation Councillors & Delegates Federal Members of Parliament, NSW
- P&C Federation Lifetime members
- P&C Association School Members
- Members of Parliament NSW - MLC and MLA



● High School
 ● Primary School

1. Parent & Citizen Journal Advertising

1.1. Parent & Citizen Journal Deadlines

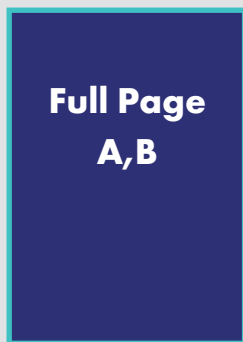
Issue	Advertising material	Distribution (the week of)
Term 1 2025	10 Jan 2025	10 Feb 2025 (digital) 24 Feb 2025 (print)
Term 2 2025	28 Mar 2025	28 Apr 2025 (digital) 12 May 2025 (print)
Term 3 2025	20 Jun 2025	21 Jul 2025 (digital) 4 Aug 2025 (print)
Term 4 2025	12 Sep 2025	13 Oct 2025 (digital) 27 Oct 2025 (print)

The web edition (digital flipbook) is posted on the P&C Federation website at the end of Week 1 of each term, and the print edition is distributed (posted out) during week 3 of each term.

1.2. Parent & 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	\$2,880.61	\$5,473.16	7,993.70	\$10,370.20
Inside Front Cover B	\$2,743.93	\$5,213.46	\$7,614.41	\$9,878.15 SOLD OUT
Full page C	\$2,215.25	\$4,208.98	\$6,147.34	\$7,974.91
Half Page D & E	\$1,347.11	\$2,559.50	\$3,738.22	\$4,849.59
Quarter Page F & G	\$993.17	\$1,854.22	\$2,708.15	\$3,513.27

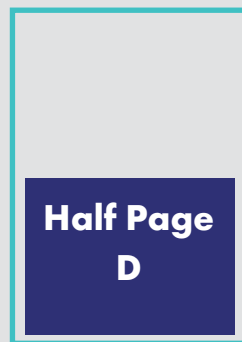
2. Parent & Citizen Journal Advertising Size Guide



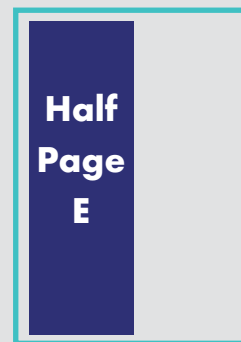
A: Outside Back Cover
B: Inside Front Cover
210mm (w) x 297mm (h)



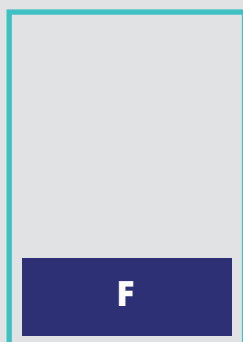
C: Full Page
190mm (w) x 277mm (h)



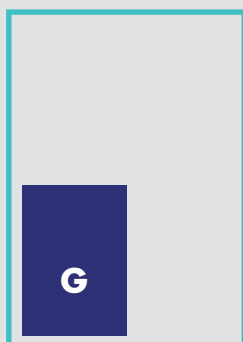
D: Half Page Horizontal
190mm (w) x 128mm (h)



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



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



G: Quarter Page Vertical
95mm (w) x 246mm (h)

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

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

3. Terms and Conditions

3.1 Acceptance

All advertising copy is subject to the approval of the 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. All art should be supplied as CMYK colour.

The 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 or outside back cover. In the event multiple advertisers request the same cover option as per the table, acceptance and placement of the advertisement will be at the sole exclusive discretion of the P&C Federation.

All advertisers acknowledge that a competitor may appear 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 the invoice must be received by the due date on the invoice. Prices are set for the 2025 calendar year (section 1.2).

No refund is available when a single-issue advertisement is cancelled after the Advertising and Editorial deadline as published in this document (section 1.1).

No refund is available when an advertisement that 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). If the remaining editions within the multiple-issue deal are also included in the cancellation, a refund based on the recalculation of the package amount to a single publication cost for each remaining edition, less a 30% cancellation fee for each edition cancelled, will apply.

The P&C Federation reserves the exclusive right to continue production of the journal if the 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 costs 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 ensure your advertisements follow the guidelines 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 the P&C Federation, email journal@pandc.org.au or call 1300 885 982.

Contact Us

Federation of Parents and Citizens Associations of New South Wales

Mail: Locked Bag 5114, Parramatta NSW 2124

Address: 408/55 Phillip Street, Parramatta NSW 2150

Phone: 1300 885 982

Fax: 1800 655 866

Email: journal@pandc.org.au

Website: www.pandc.org.au

ABN: 37 439 975 796

For advertising bookings send the form below to journal@pandc.org.au.

ADVERTISER REQUEST FOR PLACEMENT 2025 PARENT & CITIZEN JOURNAL

Advertiser Information

Contact name:		Phone number:	
Company:			
Email:			
Portal Address:			

Advertising Space Requested for 2025

Term of booking:	<input type="checkbox"/> Term 1	<input type="checkbox"/> Term 2	<input type="checkbox"/> Term 3	<input type="checkbox"/> Term 4	Total Editions:
Size of Advertisement	<input type="checkbox"/> Outside back cover (A)	<input type="checkbox"/> Inside front cover (B)	<input type="checkbox"/> Full Page (C)	<input type="checkbox"/> Half page (D) horizontal	<input type="checkbox"/> Half page (E) vertical
	<input type="checkbox"/> Quarter Page (F) horizontal	<input type="checkbox"/> Quarter Page (G) vertical			

Total payable for advertising space requested:	Inclusive of GST
--	------------------

TERMS:
Payment is strictly the lesser of net 7 days from the date of invoice or prior to the Advertising and Editorial deadline (section 1.1). Payment must be cleared and made following the issue of the 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: Journal2025

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 a competitor advertisement may appear in the same journal. All advertising copy is subject to the exclusive approval of the 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 the 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, the P&C Federation will make a 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 2024 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