



STAQ'S ADVERTISING RATES

STAQ seeks and solicits advertising that serves the interest of its members.

- STAQ members include primary, secondary, tertiary and pre-service teachers of science; teacher educators; science education officers; and researchers in education.
- STAQ membership includes approximately 500 teachers and institutions, reaching a potential audience of 2500 teachers.
- All members receive *The Queensland Science Teacher*, and the e-Newsletter.
- The STAQ website is accessible by the public.

Advertising revenue supports the activities of STAQ.

1. Current STAQ Membership

- STAQ maintains a membership of around 500, with about 2/5 of those Institutional Members.

2. Advertising rates and deadlines

The Queensland Science Teacher

- *The Queensland Science Teacher* is the journal of the Science Teachers' Association of Queensland. Our individual members choose to receive it in either a printed or digital format. Institutions MUST receive a hardcopy but have access to the digital copy as well. The contents of both editions are identical, except the digital version contains live hyperlinks to STAQ and external websites. Currently about 350 of our members receive the printed version and the remaining members receive the digital version.

Position and Size	Standard Rate	Discounted Rate (2 issues)
Inside front cover (colour)	\$500	\$950
Inside back cover (colour)	\$500	\$950
Back cover (colour)	\$600	\$1100
Middle Full page (A4) colour	\$500	\$950
Middle half page (A4) colour	\$300	\$600 – no discount
Full page (A4)	\$300	\$580
Half page (half A4)	\$200	\$380
Quarter page (quarter A4)	\$100	\$190
Inserts (A4) (Supplied with the printed issue only)	\$300 supplied by advertiser, STAQ will notify number required	\$580 supplied by advertiser, STAQ will notify number required

Edition (approx. dates)	Commitment Deadline	Submission of Advert
Issue 1 – April	Mid March	End March
Issue 2 - October	Mid September	End September

Advertising Rates

STAQ website (<http://www.staq.qld.edu.au>) and the e-Newsletter

- Advertising purchased for publication on the website may also be included in the upcoming months' e-Newsletter (Website + e-Newsletter).
- Advertising on the website includes an image in the top right hand corner of the website. This image may be up to 250 pixels wide and 250 pixels high. Clicking on the image will direct visitors to the advertiser's nominated webpage.
- The advert will be removed when the advertising agreement has expired.
- Advertising in the e-Newsletter includes an image in the right or left hand column of the e-Newsletter. This image must be 180 pixels wide and up to 180 pixels high. It may be accompanied by short paragraphs that form the caption for the advertisement.

Package	1 mth	2 mths	3 mths	6 mths	12 mths*
Website only	\$100	\$190	\$270	\$450	\$750
e-Newsletter only	\$100	\$190	\$270	\$450	\$750
Website + e-Newsletter	\$150	\$300	\$420	\$630	\$1000

*9/10 e-Newsletters

Edition – first Tuesday of	Submission of Advert – end of
February	January
March	February
April	March
May	April
June	May
July	June
August	July
September	August
October	September
November	October
December	November

These dates are guidelines only as our Editor & Assistant Editors are all volunteer members; we will endeavour to meet the deadlines but our priority is STAQ announcements &/or commitments plus publication dates may be affected by school term dates & other unforeseen circumstances.

In most cases ads will be placed were requested, but the Editor has the overall right to choose were to place ads and if necessary decline to place unsuitable or conflict of interest advertising material.

Thank you for your support.