

# ADVERTISING TERMS & RATECARD

Current as of: Monday, 28th November 2016

ParkvilleStation.

## Profile

*Parkville Station* is the newspaper for students and staff at the University of Melbourne's main Parkville campus. Established in 2016, the newspaper is a free, tabloid-size, 12 to 16 page newspaper printed in full colour and published each teaching week of semesters one and two.

The newspaper is independent of the University of Melbourne and other organisations on campus, making it a trusted voice for students and staff alike on the campus.



## Distribution

*Parkville Station* is distributed at the University's main Parkville campus, home to approximately 50,000 students (mainly in the 18-25 age bracket) and 9,000 staff.

The paper is distributed each Monday by our face-to-face distribution team. It is also made available through the week in distinctive *Parkville Station* distribution boxes, located in major thoroughfares throughout campus (including the Law, Commerce and Education faculties, located just south of the campus). It is also available from a number of cafés and restaurants on campus.

## Placement policy and print deadlines

Advertisements are placed at the discretion of the editors, unless you have made special arrangements prior to the booking.

All content is printed in colour.

In general, a booking must be made by **5pm on the Wednesday** before the publication date, and artwork must be received by **5pm on Thursday** before publication.

## Enquiries

Please contact Liz Peak for further information or with any enquiries you have.

[liz@parkvillestation.com](mailto:liz@parkvillestation.com)

04 11 952 460

## First semester 2017 deadlines

<u>Publication date</u>	<u>Booking deadline</u>
21 Feb (O-Week)	15 Feb
27 Feb	22 Feb
6 Mar	1 Mar
13 Mar	8 Mar
20 Mar	15 Mar
27 Mar	22 Mar
3 Apr	29 Mar
10 Apr	5 Apr
(not published during semester break)	
24 Apr	19 Apr
1 May	26 Apr
8 May	3 May
15 May	10 May
22 May	17 May

## Advertising rates: cost per issue

Size & placement	Booking length: Three weeks	Six weeks	Nine weeks	Twelve weeks
Full page	\$800 per issue	\$750	\$715	\$675
Back cover	\$1 450	\$1 375	\$1 300	\$1 220
Half page	\$450	\$425	\$400	\$380
Quarter page	\$250	\$240	\$225	\$210
Eighth page	\$150	\$145	\$135	\$130
Front page bottom banner	\$800	\$750	\$715	\$675
Inside front cover	\$2 400	\$2 250	\$2 125	\$2 000

Bookings made for O-Week attract an additional 25% loading.

All advertising is printed in full colour.  
Prices include GST.

## Print specifications

The preferred format is PDF in the sizes given in the table above (no bleed necessary). Please ensure all fonts used are embedded.

Artwork supplied in CMYK should use no more than 240% coverage at any point, and no more than 90% K at any point. Blacks that are 90% K (rather than rich blacks) tend to print best.

Images must be high resolution (300 dpi) to ensure the best results. Printing is done in colour on newsprint. Exact sizing is subject to technical constraints.

Artwork should be emailed to: [print@parkvillestation.com](mailto:print@parkvillestation.com)

## Conditions

Payment terms are net 14 days. Cancellations after the booking deadline but before the artwork deadline attract a cancellation fee of 50% of the advertisement cost. Cancellations after the artwork deadline attract a cancellation fee of 100% of the advertisement cost.

The editors may refuse to publish advertisements they deem to be hateful, deceptive, misleading, defamatory, illegal; or which do not meet technical specifications. If an advertisement is refused, we will endeavour to work with you to revise the material, but *Parkville Station* will not accept liability for any costs you incur.

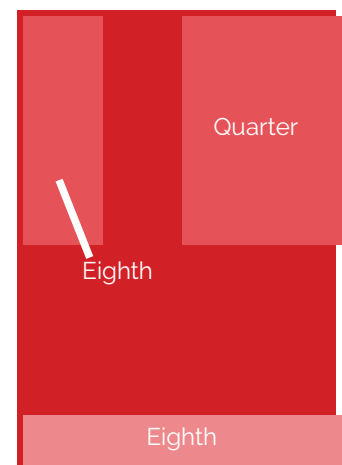
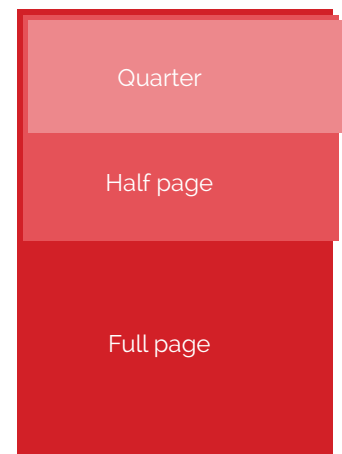
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## Size guide





## Your details

Organisation name: \_\_\_\_\_

Billing address: \_\_\_\_\_

ABN: \_\_\_\_\_

Contact name: \_\_\_\_\_ Position: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## Booking details

Publication date	Booking deadline	Placement	Print size [mm] (width x height)
<input type="checkbox"/> 21 Feb (O-Week)	15 Feb	<input type="checkbox"/> Full page	260 x 375
<input type="checkbox"/> 27 Feb	22 Feb	<input type="checkbox"/> Back cover	260 x 375
<input type="checkbox"/> 6 Mar	1 Mar	<input type="checkbox"/> Half page	260 x 187
<input type="checkbox"/> 13 Mar	8 Mar	<input type="checkbox"/> Quarter page	260 x 93, 130 x 187
<input type="checkbox"/> 20 Mar	15 Mar	<input type="checkbox"/> Eighth page	260 x 46
<input type="checkbox"/> 27 Mar	22 Mar	<input type="checkbox"/> Front page bottom banner	260 x 46
<input type="checkbox"/> 3 Apr	29 Mar	<input type="checkbox"/> Inside front cover	260 x 375
<input type="checkbox"/> 10 Apr	5 Apr		
(mid-semester break — no issue published)		(tick only one)	
<input type="checkbox"/> 24 Apr	19 Apr		
<input type="checkbox"/> 1 May	26 Apr		
<input type="checkbox"/> 8 May	3 May		
<input type="checkbox"/> 15 May	10 May		
<input type="checkbox"/> 22 May	17 May		

Total amount due: \$ \_\_\_\_\_

Artwork deadline is 5pm the day after the booking deadline.

## Summary of terms

Please read the Parkville Station Advertising Terms & Ratecard date 28th November 2016 for the full terms and artwork specification.

Note that cancellations after the booking deadline but before the artwork deadline attract a cancellation fee of 50% of the advertisement cost. Cancellation after the artwork deadline attract a cancellation fee of 100% of the advertisement cost.

I accept the *Parkville Station* Advertising Terms and would like to book the advertisements listed above.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Notes

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