

PLUS ULTRA



Plus Ultra incorporating the St Peters Old Scholars Association (SPOSA) Bulletin is St Peters Lutheran College's most visible and widely distributed publication. This full colour magazine is published three times per year and distributed to approximately 11,000 local and international homes. The readership comprises St Peters Lutheran College's current students, current parents and past students (Old Scholars).

DEMOGRAPHICS

St Peters Lutheran College is the largest independent, co-educational school in Queensland.

The families at St Peters are primarily middle to high income earners from the inner western suburbs of Brisbane. These people are conspicuous consumers of a wide variety of products and services.

FREQUENCY

3 issues per year
(April, July, and
October)

FORMAT

Full colour magazine,
270x192mm, offset
printed on Grange
Laser 135gsm.

CIRCULATION

Plus Ultra is distributed by direct mail to
approximately 11,000 homes and to businesses in
Brisbane's inner western suburbs.

ADVERTISING RATIO

Capped at 7%
(from 64 pages)

TARGET

Current students,
parents and
past students
(Old Scholars)

SPECIFICATIONS

Advertisements must be supplied as
press-ready PDF.

- Colour: CMYK (no spot colours);
- Images: 300dpi;
- Text: converted to outlines; and
- Maximum ink weight: 300%.

Please refer to page 2 for
Terms & Conditions.

RATES (GST.incl)

| | Casual (1 issue) | 1 year (3 issues) |
|--|---------------------|----------------------|
| Quarter page 119mm (h) x 80mm (w) | \$300 | \$810 |
| Half page 119mm (h) x 168mm (w) | \$450 | \$1,215 |
| Full page 250mm (h) x 170mm (w) | \$850 | \$2,295 |
| Back page position *Only full page advertisements eligible | \$1,100 | \$2,970 |

BOOKING & ARTWORK DEADLINES 2018

As advertising space is limited, early booking is encouraged. Please send
booking form (below) & artwork to publications@stpeters.qld.edu.au

APRIL

Wednesday
20 March, COB

JULY

Wednesday
5 June, COB

OCTOBER

Wednesday
4 September, COB

BOOKING FORM

Please complete and return to the Publications Office:

St Peters Lutheran College, PO Box 111, Indooroopilly Qld 4068 | e publications@stpeters.qld.edu.au

Contact Name: Position:

Company:

Postal Address:

Phone: Mobile:

Email:

Ad size (please tick): Quarter page Half page Full page Full page ad with back page position

Issue to commence (please tick): April July October

Duration (please tick): Casual 1 year

Signature: Date:

MORE INFORMATION

For more information
contact the

Publications Office:

p 07 3377 6262

e publications@stpeters.qld.edu.au

St Peters

Lutheran College
66 Harts Road

Indooroopilly Qld 4068

www.stpeters.qld.edu.au

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Terms and Conditions

PAYMENT

All advertising placements will be invoiced on publication. Payment term for invoices is strictly 14 days.

LATE COPY

Casual: If artwork for a casual placement is supplied after the deadline, the client will be billed for the full cost of the advertisement, regardless of whether it appears in the publication.

Long term: If artwork for a long-term placement is supplied after the deadline, the publisher will repeat the client's previous advertisement and the client will be billed for the full cost of the advertisement.

CANCELLATIONS

Booking cancellations must be made in writing. Cancellations made within 30 days of the submission deadline will incur a cancellation fee of 50% of the price of one ad.

ARTWORK

No responsibility will be taken for problems resulting from incorrectly supplied files.

A production fee of \$110.00/hour (GST incl.) may be incurred if supplied artwork needs to be altered because it does not meet the specifications.

MORE INFORMATION

For more information contact the
Publications Office:

| 07 3377 6262

| publications@stpeters.qld.edu.au |