

CAMPUS REVIEW

Media kit 2010

WHY USE CAMPUS REVIEW

Campus Review is Australia's only dedicated tertiary education publication written for the sector by an independent voice.

Written with editorial integrity by respected journalists and strongly focused on issues relevant to the sector including government policy, teaching and learning, research, community engagement, technology and industry events, *Campus Review* is in touch with its readers. *Campus Review* is a must-read for the most influential decision makers in the tertiary education sector.

FACTS AT A GLANCE

- 24 print and 48 online editions
- Online edition published each Monday
- Fortnightly print edition distributed each Tuesday
- In our 20th year
- CAB audited print circulation: 3391



OUR READERS...YOUR AUDIENCE

- 71% of subscribers have budget responsibility
- 77% of subscribers are senior management
- 40% of subscribers are responsible for training and education budgets
- 24% of subscribers are responsible for IT/telecommunication budgets
- 76% of subscribers share their copy with two or more colleagues
- 60% of subscribers use *Campus Review* as a job search tool

**All statistics are based on research by McNair Ingenuity*

CIRCULATION AND READERSHIP

Campus Review has thousands of readers nationally across the tertiary education sector who access it via both print and online mediums. The majority of these readers include:

- Vice-chancellors
- Deputy vice-chancellors
- Professors
- Deans
- Heads of schools
- Lecturers
- Administrators

RECRUITMENT ADVERTISING

Take the direct approach when looking to make academic appointments within the tertiary education sector and advertise within the pages of *Campus Review*. All positions advertised in print will be also appear on our online recruitment website: www.careersoncampus.com.au

This dedicated tertiary education jobs website includes a wide range of available positions within Australian universities, TAFE institutes and public and private colleges. This site facilitates job seekers to run searches and receive regular email alerts with new job listings.

FEATURES

On a monthly basis, *Campus Review* dedicates editorial features to information technology. These features present advertisers with a direct avenue to reach professionals working in this field and university decision makers. Feature archives can be found on the *Campus Review* website.

FACULTY FOCUS FEATURES

On a rotating basis, *Campus Review* will carry editorial features on the following disciplines:

- Business, Economics and Law
- Medicine, Health Science, Nursing, Dentistry and Veterinary Science
- Engineering, IT/Computer Science and Architecture & Design
- Arts, Social Science, Humanities and Education
- Science

These features present advertisers with a direct avenue to reach academic staff in these specific fields. The features provide the perfect opportunity to target recruitment advertising for positions in these fields.

To learn more about faculty focus please visit:
www.campusreview.com.au/pages/advertise.php

ADVERTORIAL GUIDELINES

APN Educational Media will run paid advertorials within editorial sections of the publication. However, there are guidelines to ensure that readers do not mistake the advertisement as being part of the publications independent editorial content.

- All advertorials must clearly be marked as such with the words advertorial, advertisement, advertising feature or sponsored editorial.
- Advertorials must contain company logo and contact details
- Advertorials must meet the editorial style guide
- Final copy is at the editor's discretion
- The layout, design and font of advertorials must be distinctly different from those of the publication.
- The publication's name or logo may not appear as any part of the advertorial, except in connection to sponsorship (with permission) or with the publication's own products or services.

CAMPUS REVIEW

Media kit 2010

DISPLAY ADVERTISING RATES

RATE	CASUAL	3x	6x	12x	18x	24x
FP	\$5,933	\$5,576	\$5,243	\$4,928	\$4,632	\$4,354
1/2 page (h)	\$2,966	\$2,788	\$2,621	\$2,464	\$2,316	\$2,177
1/4 page	\$1,483	\$1,395	\$1,310	\$1,232	\$1,158	\$1,089
1/8 page	\$742	\$697	\$655	\$616	\$579	\$544
FC strip	\$1,978	\$1,879	\$1,784	\$1,695	\$1,582	\$1,530

*All advertising rates are excluding GST.

*All rates are inclusive of four colour.

DEADLINES

Booking: Thursday 5.00 pm (NSW time)

Artwork/material: Friday 12.00 noon

Cancellation: After 5.00 pm Tuesday incurs a 50% cancellation fee

In-house design: Wednesday 12.00 noon (NSW time)

Cancellation conditions: There will be a 50% cancellation fee if your ad is cancelled within two working days of the booking deadline. If artwork does not arrive by the artwork/material deadline, your ad will not be included in the issue, and you will be invoiced for the full amount.

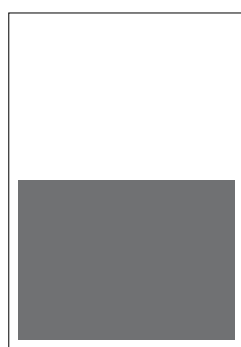
PRINT ADVERTISING SPECIFICATIONS



Full page

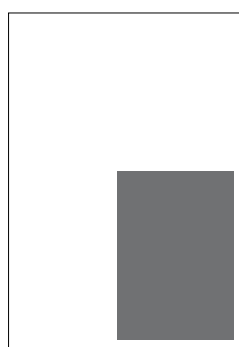
340 mm(h) x 245 mm(w)

With Bleed: 350mm(h) x 255mm(w)



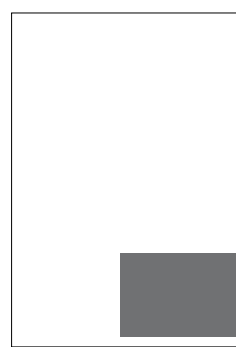
1/2 page horizontal

160 mm(h) x 225 mm(w)



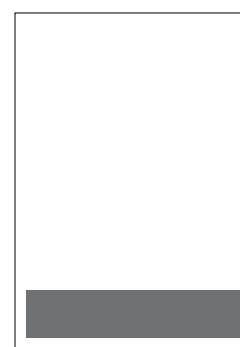
1/4 page

160 mm(h) x 110 mm(w)



1/8 page

80 mm(h) x 110 mm(w)



Front page strip

50 mm(h) x 225 mm(w)

DIARY LISTINGS

Now also live on the website every Monday, the *Campus Review* diary is an excellent way to remind people of upcoming key dates and important industry relevant events.

RATE	1x	4x	8x	12x
80 word diary listing	\$206	\$155	\$129	\$103
80 word diary listing (with logo)	\$412	\$309	\$258	\$206

*All advertising rates are excluding GST.

RECRUITMENT ADVERTISING

RATE: \$31 per column cm

COLUMN WIDTHS

2 columns	72 mm
3 columns	110 mm
4 columns	148 mm
5 columns	186 mm
6 columns	225 mm

ARTWORK SPECIFICATIONS

Finished artwork is to be supplied in PDF format – please embed all fonts and images.

IN-HOUSE DESIGN/ PRODUCTION COSTS

A \$250 production cost will be incurred if your advertisement is designed and/or typeset by APN Educational Media, this includes three sets of changes.

Any additional changes and/or work required to incomplete or incorrect artwork will incur a production charge of \$100 plus GST per hour pro rata. We will gain approval before completing work.

Complete artwork that meets our specifications will not incur a production charge.

All in-house design should be emailed to our sales team.

All images must be attached in an email and supplied at 300 dpi in either .jpg, .tif or .eps format.

CAMPUS REVIEW

Media kit 2010

ONLINE ADVERTISING

Campus Review is published online every Monday, with subscribers sent an email alerting them when the latest edition is live. Our online advertising options range from website banners, boxes, tiles and buttons to subscriber email banners and listings. As well as our individual subscribers, a large number of universities and TAFEs have taken advantage of institutional packages allowing all staff and students on campus to access Campus Review online at all times.

For a complete list of participating institutions please visit www.campusreview.com.au.

Website advertising				
Home page	Casual	3 months	6 months	12 months
Box	\$1,236	\$1,149	\$1,068	\$994
Banner	\$876	\$814	\$757	\$703
Tile	\$618	\$575	\$534	\$496
Button	\$412	\$383	\$355	\$331

Sections & individual pages				
Sections	Casual	3 months	6 months	12 months
Box	\$824	\$766	\$712	\$662
Banner	\$773	\$718	\$668	\$621
Tile	\$515	\$479	\$445	\$414
Button	\$309	\$287	\$267	\$248

WEBSITE ADVERTISING SPECIFICATIONS

Box	300 pxl (h) x 300 pxl (w)
Banner	60 pxl (h) x 468 pxl (w)
Tile	150 pxl (h) x 300 pxl (w)
Button	150 pxl (h) x 150 pxl (w)
File format	GIF, JPG or FLASH
File size	100KB or lower preferred
Rotation time	11 seconds per ad

Subscriber email - per issue					
	1 issue	2 issues	4 issues	8 issues	12 issues
Skyscraper	\$1030	\$937	\$850	\$814	\$773
Base banner	\$515	\$464	\$412	\$361	\$309

SUBSCRIBER EMAIL SPECIFICATIONS

Skyscraper	750 pxl (h) x 190 pxl (w)
Base banner	126 pxl (h) x 650 pxl (w)
File format	GIF* or JPG
File size	100KB or lower preferred

*email format does not allow for animated GIF or Flash files.

CAMPUS REVIEW

Media kit 2010

INSERT MATERIAL INSTRUCTIONS

Standard insert rate: \$1500 per issue.

A standard insert weighs max 30 grams and is sized no bigger than A4. Heavier and larger inserts are possible with a price on application. *Campus Review* including inserts are crush folded down to 250mm x 180mm.

All inserts should be sent by courier to our printers in Sydney on the Monday prior to the material deadline. Thursday morning if additional crush folding is required. A sample of the insert must be included on the outside of every box along with a label clearly marked as follows:

TO BE INSERTED INTO CAMPUS REVIEW
ISSUE: _____

TO MAILING MANAGER
PEGASUS PRINT GROUP
DOCK 1, BUILDING B
1A BESSEMER STREET
BLACKTOWN NSW 2148

ABOUT APN EDUCATIONAL MEDIA

APN Educational Media is a wholly owned subsidiary of APN News & Media, one of the region's most broadly based and successful media companies. APN is the largest operator of regional newspapers, radio broadcasting and outdoor advertising in Australasia and publishes New Zealand's leading metropolitan newspaper, *The New Zealand Herald*.

APN Educational Media also publishes the following leading titles:

Nursing Review: www.nursingreview.com.au

Campus Review: www.campusreview.com.au

Education Review: www.educationreview.com.au

Smart Start: www.smartstartmagazine.com.au

We don't just cover the education and health industries – we are part of them.



CONTACTS

Sales Manager

GREG CORNELIUS

Ph: (02) 9936 8718

E: greg.cornelius@apned.com.au

Sales Executives

ESTEBAN PALESTRA

Ph: (02) 9936 8618

E: esteban.palestra@apned.com.au

JAMES DUNCAN

Ph: (02) 9936 8713

E: james.duncan@apned.com.au

Editor-in-Chief

JULIE HARE

Ph: (02) 9936 8668

E: julie.hare@apned.com.au

EDITORIAL POLICY

Campus Review welcomes editorial contributions in the form of news and feature articles as well as opinion pieces along with photographs. However, all submissions will be published or otherwise at the editor's discretion. The editor also reserves the right to edit, abridge or alter articles accepted for publication. The booking of advertisements does not guarantee that submitted articles will be published.



APN Educational Media
Level 6, 110 Walker Street

PO Box 6097
North Sydney NSW 2060

P: +61 2 9936 8666

F: +61 2 9936 8631

www.apnedmedia.com.au

ABN 58 070 900 999

PublishersAustralia
media that engages