

bright future

Independent Schools Guide 2011

Melbourne Weekly is committed to education and the pursuit of learning. The Independent Schools Guide and Peninsula Schools Guide both offer schools vibrant and relevant environments to promote the benefits of their school, as well as the ability to participate in engaging and interactive articles. The 2011 editorial focus will be on Digital Citizenship and the impact of the cyber world on education and our children. The Independent Schools Guide provides

professional, high disposable-income parents with a resource to assist them in the navigation of the Independent School network. Melbourne Weekly has published a guide focusing on Independent Schools for 16 years to assist parents in navigating the school network. The magazines provide parents with snapshots of schools and the educational pathways they offer prior to the physical search each family will undertake.



Applications and features

The ISG and PSG have become an essential part of the Fairfax Community Network library of publications. The magazines are available from March 2, 2011. These publications are the ONLY FREE publications that truly identify with the needs of parents, schools and students. In addition to the published magazines, there will be a virtual online version available to our readers. This online edition will have interactive capabilities, including live hyperlinks to every school's website. The online edition will be heavily marketed by MW to further promote the ISG/PSG and extend its shelf life so it becomes an indispensable annual resource.

- Published for 16 years
- Total distribution more than 400,000 homes
- Raise the profile of your school where it is most important – in your local community
- Showcases your school's unique strengths and opportunities, scholarships and curriculum advantages
- Premium position options – inside front cover spreads prior to table of contents, opposite table of contents and outside back cover. Create impact in more than 400,000 copies
- Themed editorial that provides schools with the opportunity to highlight the programs they have in place regarding technology and the digital future
- The ISG/PSG format increases the longevity and shelf-life of the publication to provide parents with every opportunity to explore school features and facilities
- All display advertisements are complemented by a free directory listing and a web link on the Fairfax online publication.
- Online edition
- Customized advertising packages available (inquire directly with your account manager)

Distribution

The ISG and PSG provide the flexibility to target the key areas that suit your school's needs.

Melbourne Weekly edition

- 111,000 distribution

Bayside edition

- 131,000 distribution
- Combined Melbourne Weekly Bayside and Melbourne Weekly Port Phillip

Eastern edition

- 119,000 distribution
- Combined Melbourne Weekly Eastern and Melbourne Weekly Banyule/Nilumbik

Peninsula Schools Guide edition

- 117,000 distribution
- Chelsea/Mordialloc/Mentone (hand delivered to key post codes), Peninsula Weekly, Western Port Weekly and Frankston Weekly

Rates/Specifications

Space Commitment Deadline

- December 6, 2010

Early Bird Deadline

- Early Bird deadline October 15, 2010
- To celebrate the 16th anniversary of the ISG and as a thank you for making an early commitment to the ISG/PSG, we will be giving away FIVE iPads
- Be in the running to win an iPad when you commit to the ISG on or prior to October 15, 2010
- Conditions apply

Material Deadline

- January 26, 2011

ISG & PSG Rates 2011

Ad Specification	Investment	Layover
Double Page Spread	\$9300	\$2,860
Full Page	\$6760	\$1,600

Premium Positioning

Inside Front Cover	\$11,160	\$4,275
DPS Prior to Table of Contents*	\$10,600	\$4,000
Opposite Contents Page	\$7280	
Outside Back Cover	\$7800	
Directory Listing	\$350	\$200

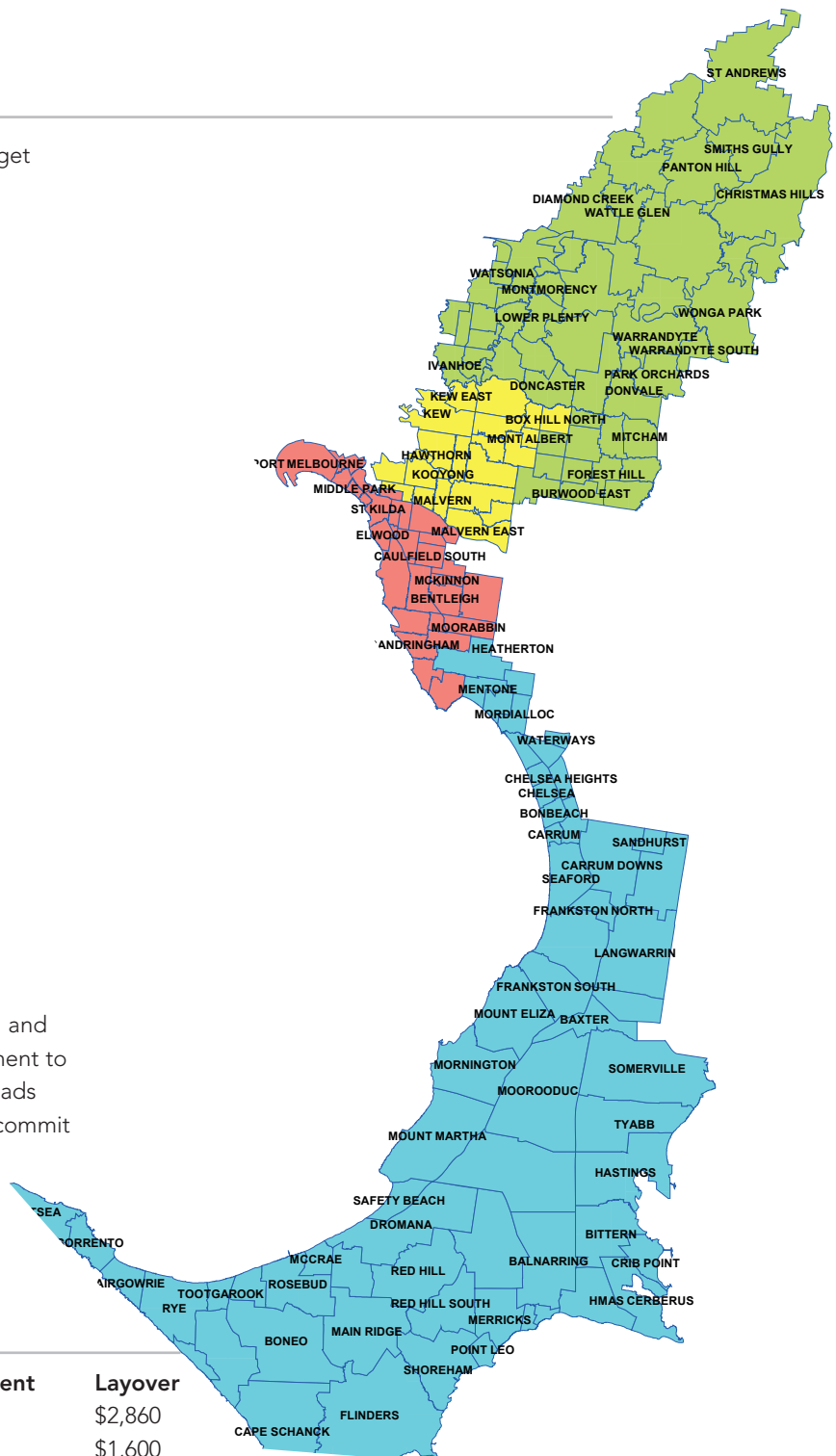
*Limit two spreads per publication

Speak to your consultant directly to discuss a customised package for 2011.

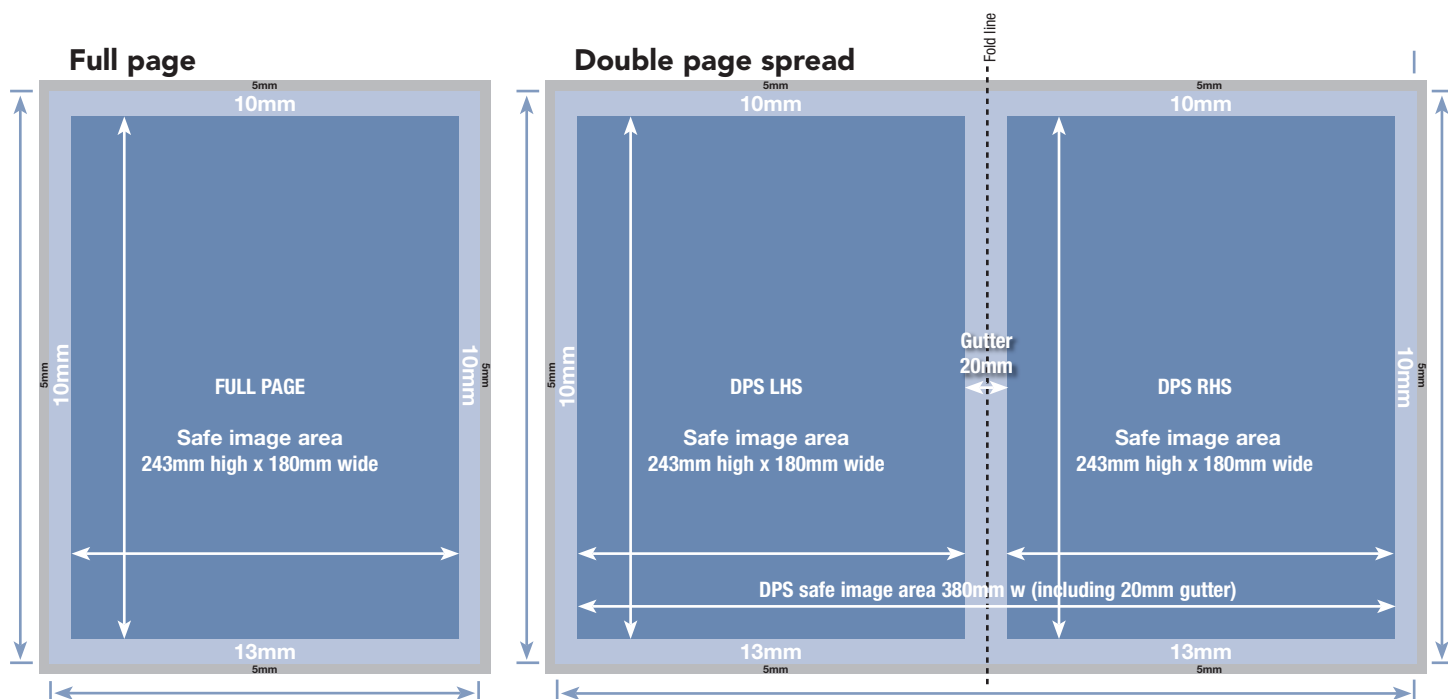
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Sizes/Mechanical Specs



CMA Full page

Safe image area

243mm high x 180mm wide

Trim size 266mm high x 200mm wide

Bleed size 276mm high x 210mm wide

CMA Double page spread

Safe image area

243mm high x 380mm wide with a 20mm gutter on the fold line

Trim size 266mm high x 400mm wide

Bleed size 276mm high x 410mm wide

All full page and DPS art MUST be supplied as PDF at bleed size with no trims, crops, registration marks or page information. Please keep all text and logos within the margins (Safe Image Area)

Artwork Complete final artwork is to be supplied as as a press quality PDF only. Acrobat Distiller specs can be obtained via our Production department. PDFs files must have all pics and fonts embedded. All images and text must be CMYK. We will reject any pdfs that incorporate CID fonts and these will be asked to be resupplied.

Supplying material electronically We accept complete material via Adonline (Adonline Support 1300 666 599), Quickcut, Websend, email and CD-ROM. All files MUST be labelled with the job number provided by the FCN co-ordinator. For Adonline support or to obtain a login call 1300 666 599. Upload material www.adonline.com.au. Ad Production Support 1300 666 326

Colour The magazines are reproduced in CMYK. Please ensure all spot colours are modified to CMYK. Total ink

weight is to be 300% with the black at 95%. Allow for a 20% dot gain. Printing sequence: black, cyan, magenta, yellow. In the event that material supplied with spot and/or RGB colours cannot be resupplied FCN will not be responsible for the accuracy of these colours when converted for the CMYK printing process.

Typeface guidelines Minimum size for reverse & non single colour type is to be 9pt, single colour type to be no smaller than 7pt. All fonts supplied in vector EPS files must be outlined. All PDFs must have fonts embedded and subset.

Responsibility The client assumes all responsibility for obtaining copyright clearance for all advertisement content when material is supplied. No responsibility can be taken for the omission of an advertisement due to missing the deadline or the supply of incorrect material. All advertisements requiring specialist colour matching must be supplied with a full size colour accurate proof or equivalent eg: iris, etc. Inkjet/laser/glossy prints are not acceptable and no responsibility for colour reproduction will be accepted if a full-size, colour-accurate proof is not supplied.

Enquiries All production enquiries please call 8667 4771