

## Advertising in ALA Publications

Adult Learning Australia (ALA) is the peak body for Australian adult learning professionals. Our membership base includes individuals and government, community-based and private education institutions. **Quest** and the **Australian Journal of Adult Learning** accept advertising from appropriate organisations for activities and services that are aligned with our core mission. Both publications provide a unique opportunity to reach the Australian adult learning sector at affordable prices.

The Journal is an A5 book issued three times a year. Internal pages are printed in black ink only, AJAL accepts half- and full-page advertisements.

Quest is a quarterly online e-zine with a distribution of over 5000. Pages are in full colour. (Quest is also distributed in print copy to approx. 200 subscribers).

Advertising copy should be supplied fully laid out in the specified size in high resolution jpg (min 300 dpi) format. Alternatively we can organise layout and design at \$70 per hour.

### Advertising Pricing Schedule 2014

*Group 1: non-members and non-member organisations with a turnover of less than \$200 000 per annum*

*Group 2: non-member organisations with a turnover of more than \$200 000 per annum*

#### Printed Advertisements – Australian Journal of Adult Learning

All (internal) pages	<i>Members</i>	<i>Group 1</i>	<i>Group 2</i>
Half-page 110mm x 84mm	260.00	350.00	480.00
Full-page 110mm x 168mm	400.00	525.00	625.00

#### Online Advertisements – Quest

	<i>Members</i>	<i>Group 1</i>	<i>Group 2</i>
Quarter-page	100.00	120.00	140.00
Third-page	120.00	140.00	160.00
Half-page	130.00	150.00	170.00
Full-page	300.00	350.00	400.00

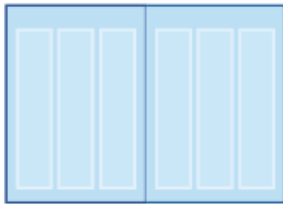
#### Online Advertisements – Website

Per Month Price – Full Pages plus leader text on front page:

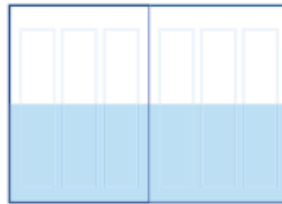
	<i>Members</i>	<i>Group 1</i>	<i>Group 2</i>
Events	75.00	100.00	120.00
News Stories	100.00	120.00	150.00

*All prices are quoted in Australian dollars. ALA reserves the right to refuse any advertising that it deems to be outside its mission.*

## Quest Layout Guide



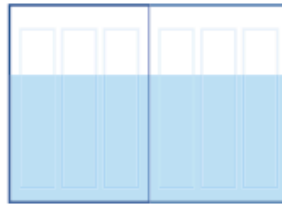
**DPS**  
 trim: 297 x 420mm  
 bleed: 303 x 426mm  
 type: 260 x 390mm



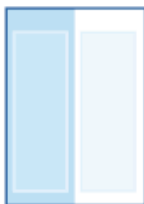
**Half page DPS**  
 trim: 145 x 420mm  
 bleed: +3mm on all sides  
 type: 128 x 390mm



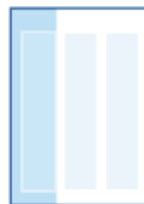
**Full page**  
 trim: 297 x 210mm  
 bleed: 303 x 216mm  
 type: 260 x 185mm



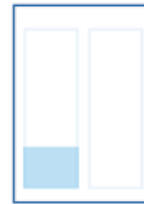
**2/3 DPS**  
 trim: 195 x 420mm  
 bleed: +3mm on all sides  
 type: 178 x 390mm



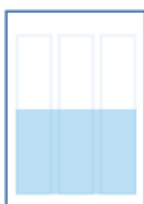
**For PI strip 1/2 page**  
 trim: 297 x 105mm  
 bleed: +3mm on all sides



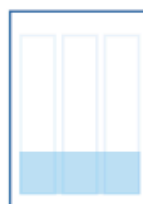
**For PI strip 1/3 page**  
 trim: 297 x 70mm  
 bleed: +3mm on all sides



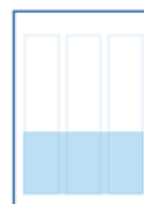
**1/8 page**  
 type: 62 x 88mm



**1/2 page horizontal**  
 type: 128 x 185mm  
 trim: 145 x 210mm  
 bleed: +3mm on all sides



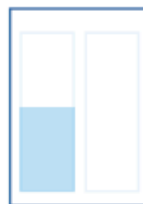
**1/4 page horizontal**  
 type: 62 x 185mm



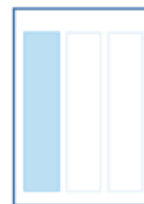
**1/3 page horizontal**  
 type: 90 x 185mm



**1/2 page vertical**  
 type: 260 x 88mm  
 trim: 297 x 105mm  
 bleed: +3mm on all sides



**1/4 page portrait**  
 type: 128 x 88mm



**1/3 page vertical**  
 type: 260 x 60mm