



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 2022

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	Members	Group 1	Group 2
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

	Members	Group 1	Group 2
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:

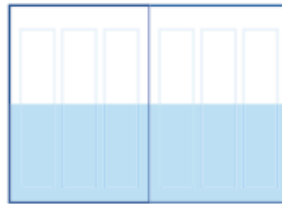
	Members	Group 1	Group 2
Events	75.00	100.00	120.00
News Stories	100.00	120.00	150.00

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



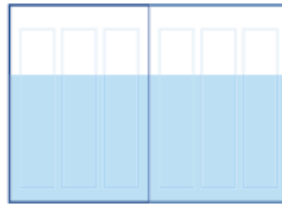
DPS
 trim: 297 x 420mm
 bleed: 303 x 426mm
 type: 260 x 390mm



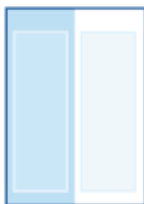
Half page DPS
 trim: 145 x 420mm
 bleed: +3mm on all sides
 type: 128 x 390mm



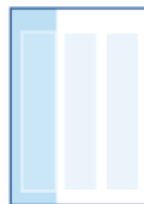
Full page
 trim: 297 x 210mm
 bleed: 303 x 216mm
 type: 260 x 185mm



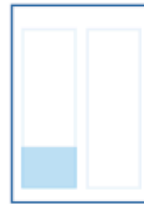
2/3 DPS
 trim: 195 x 420mm
 bleed: +3mm on all sides
 type: 178 x 390mm



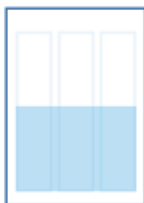
For PI strip 1/2 page
 trim: 297 x 105mm
 bleed: +3mm on all sides



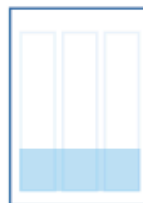
For PI strip 1/3 page
 trim: 297 x 70mm
 bleed: +3mm on all sides



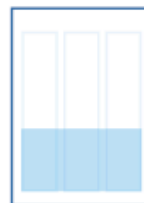
1/8 page
 type: 62 x 88mm



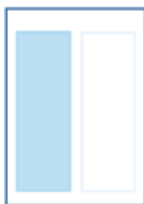
1/2 page horizontal
 type: 128 x 185mm
 trim: 145 x 210mm
 bleed: +3mm on all sides



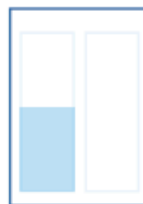
1/4 page horizontal
 type: 62 x 185mm



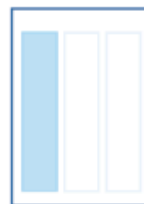
1/3 page horizontal
 type: 90 x 185mm



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