

# EDUCATION BEYOND THE CLASSROOM | 2018 MEDIA KIT

The definitive guide to learning experiences outside the classroom (LEOTC), offering schools information and opportunities for class visits.

Education Beyond the Classroom is published twice yearly – in May and October – and circulated with Education Gazette.

## DISPLAY ADVERTISING RATES

Ad sizes	Dimensions in millimeters	Price – colour	Price – B&W
Back cover	148 (w) x 210 (h) + 5mm bleed	\$1,860	n/a
Inside back cover	148 (w) x 210 (h) + 5mm bleed	\$1,660	n/a
Inside front cover	148 (w) x 210 (h) + 5mm bleed	\$1,660	n/a
Full page	148 (w) x 210 (h) + 5mm bleed	\$1,550	\$1,190
Half page	130 (w) x 90 (h)	\$1,190	\$880
Quarter page	60 (w) x 90 (h)	\$775	\$465

Classified	Price – B&W
50 words (including logo)	\$360
50 words (no logo)	\$310

## BOOKING DEADLINES 2018

Booking deadline	Material deadline	Published
18 April	20 April	28 May
12 September	14 September	15 October

## Mechanical specifications

### Format

A5 full colour – 148mm wide x 210mm high.

### Supplied material

Please ensure all supplied material is in the correct mode: CMYK or grayscale.

PDFs should have fonts embedded or text converted to paths/outlines.

### For in-house design

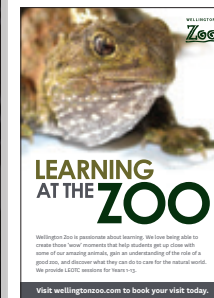
Send your text document and images attached via an email. The images and logos should be at 300dpi and attached as a TIFF, JPG or EPS file.

All advertising rates exclude GST. Accredited agency commission 20 per cent.

Note: all advertising is booked under the current terms and conditions of NZME. Educational Media [nzme-ed.co.nz/about](http://nzme-ed.co.nz/about)

## EARLY BIRD BUY

Book and confirm a full page colour placement in both 28 May and 15 October issues, before 15 March 2018, and receive a full page black and white advert in each of the above issues at no additional cost.



## Find out more

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