



KPV MEDIA KIT

Kindergarten Parents Victoria Inc

2012

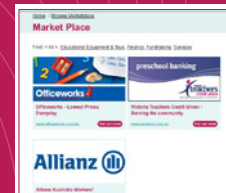
PRINTED PUBLICATIONS



ONLINE RESOURCES



E-NEWS ADVERTISING



MARKET PLACE



Click on the publication to jump to the page!

PRINTED PUBLICATIONS

- > Preschool Matters
- > Direct Marketing

ONLINE RESOURCES

- > E-News Advertising
- > Marketplace
- > Fundraising Made Simple

BOOKING FORMS

- > Preschool Matters booking form
- > All other publications/resources booking form

Contact:

Kindergarten Parents Victoria
L3, 145 Smith St. Fitzroy 3065
PO Box 1246 Collingwood
Phone 03 9489 3500
Fax 03 9486 4226
Email cmarxsen@kpv.org.au
Web www.kpv.org.au

Preschool Matters 2012



Preschool Matters is KPV's information-packed quarterly newsletter. It includes current affairs in the early childhood sector, preschool management advice and information on industrial relations issues.

Circulation: 2500 copies
Format: A4
Colours:
- Cover CMYK
- Text 2PMS
- Centre page CMYK

BOOKING DEADLINE

Term 1	9 December 2011
Term 2	11 March 2012
Term 3	27 May 2012
Term 4	29 August 2012

Please contact Cass Marxsen to make a booking. 15% discount for annual booking. 10% discount for multiple bookings.

ARTWORK DEADLINE

	Artwork	Distribution
Term 1	10 January 2012	8 February 2012
Term 2	15 March 2012	23 April 2012
Term 3	14 June 2012	23 July 2012
Term 4	10 September 2012	15 October 2012

ADVERTISING COSTS

Full colour	Dimensions (mm) width x height	Price (Incl.GST)
Back cover	210(w) x 297(h)	\$1260
Full page – inside	210(w) x 297(h)	\$1095
Half page (landscape)	190(w) x 130(h)	\$630
Half page (portrait)	93(w) x 262(h)	\$630
Third page (landscape)	190(w) x 85(h)	\$475
Third page (portrait)	60(w) x 262(h)	\$475
Quarter page	93(w) x 130(h)	\$355

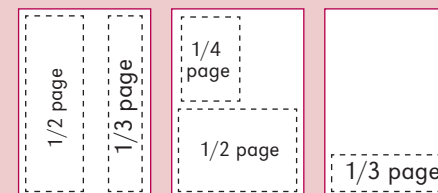
B/W	Dimensions (mm) width x height	Price (Incl.GST)
Full page – inside	210(w) x 297(h)	\$840
Half page (landscape)	190(w) x 130(h)	\$480
Half page (portrait)	93(w) x 262(h)	\$480
Third page (landscape)	190(w) x 85(h)	\$360
Third page (portrait)	60(w) x 262(h)	\$360
Quarter page	93(w) x 130(h)	\$275
Loose insert	210(w) x 297(h)	\$890

All advertising rates are for ready artwork supplied by the client. Artwork must be supplied in the format listed to the right, otherwise the following charges will be incurred:

- \$140.00 surcharge for preparation of artwork by KPV.
- \$75.00 editing charge for changes to current and/or subsequent advertisements.

SPECIFICATIONS

Publication size:
A4, 210(w) x 297(h)mm



All artwork must have a minimum resolution of 300 dpi and bleed of 5mm. Web resolution images are not accepted. All fonts have to be converted to outline if supplied as eps or pdf.

Acceptable file formats

- High resolution jpg
- Illustrator eps
- Photoshop psd or tif
- Print quality pdf

Non-acceptable file formats

- Word
- Power Point
- Clipart and Bitmap
- Publisher

Colour

- CMYK
- B/W (will be coloured in to match the 2PMS colours)
- 2 PMS: Black & Magenta (Black & Magenta will be replaced with the 2 PMS colours used for each term)

Artwork under 10MB can be supplied via email to cmarxsen@kpv.org.au. Artwork over 10MB can be sent using a free online distribution service on www.yousendit.com. Hardcopies supplied via CD are not essential but may be sent to KPV attention to Cass Marxsen.

Preschool Matters – Booking Form 2012

Organisation name: _____

Contact: _____

Address: _____

Suburb/postcode: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

BOOKING DETAILS (Please tick the box for each term you would like to book:)

Term	Full colour	Size (mm)	Cost (Incl.GST)
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Back cover	210(w) x 297(h)	\$ 1260
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Full page – inside	210(w) x 297(h)	\$ 1095
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Half page (landscape)	190(w) x 130(h)	\$ 630
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Half page (portrait)	93(w) x 262(h)	\$ 630
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Third page (landscape)	190(w) x 85(h)	\$ 475
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Third page (portrait)	60(w) x 262(h)	\$ 475
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Quarter page	93(w) x 130(h)	\$ 355

Term	B/W	Size (mm)	Price (Incl.GST)
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Full page – inside	210(w) x 297(h)	\$ 840
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Half page (landscape)	190(w) x 130(h)	\$ 480
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Half page (portrait)	93(w) x 262(h)	\$ 480
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Third page (landscape)	190(w) x 85(h)	\$ 360
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Third page (portrait)	60(w) x 262(h)	\$ 360
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Quarter page	93(w) x 130(h)	\$ 275
<input type="checkbox"/> Term 1 <input type="checkbox"/> Term 2 <input type="checkbox"/> Term 3 <input type="checkbox"/> Term 4	Loose insert	210(w) x 297(h)	\$ 890
Sub total:			
Discount: 15% for annual booking, 10% for repeat booking:			
TOTAL:			

PAYMENT DETAILS

Cheque
Enclosed is a cheque for \$ _____ made payable to Kindergarten Parents Victoria.

EFT – Bank Details
NAB, BSB: 083 522
Account: 506 067 456
Email remittance to: tolsen@kpv.org.au

Credit Card
 Visa Master Card
in the amount of \$ _____ Cardholders name _____
Card number Expiry date /
Signature _____

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BOOKING TERMS

Please note: Advertisements will not be placed until payment is received. Please retain a copy of this booking form for your records. This document will be a tax invoice for GST when you make a payment. ABN 39 058 205 158

Contact:
Kindergarten Parents Victoria
L3, 145 Smith St. Fitzroy 3065
PO Box 1246 Collingwood
Phone 03 9489 3500
Fax 03 9486 4226
Email cmarsen@kpv.org.au
Web www.kpv.org.au

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Fundraising Made Simple 2012



The definitive guide for kindergarten committees to use as a tool when organising fundraising activities.

This online resource has helpful hints and suggestions for effective fundraising making it an enjoyable and successful activity.

Colours: RGB

BOOKING

Booking deadline	Monday 12 December 2011
Material deadline	Monday 9 January 2012
Promoted and emailed to all members. Available as a pdf online for download.	

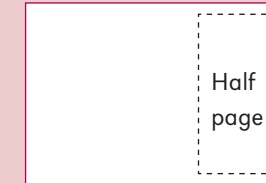
Please contact Cass Marxsen to make a booking.

ADVERTISING COSTS

RGB placement	Dimensions (mm) width x height	Price (Incl.GST)
Half page - colour display ad (1 only)	108(w) x 190(h) and active link to your website	\$1260
Directory Listing	40 words, full colour logo, active link to your website	\$210

SPECIFICATIONS

Publication size:
A4, 297(w) x 210(h)mm



Acceptable file formats

- Web resolution jpg
- Illustrator eps
- pdf

Non-acceptable file formats

- Word
- Power Point
- Clipart and Bitmap
- Publisher

Colour

- RGB

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E-News Advertising 2012



E-NEWS ADVERTISING

E-News is KPV's online newsletter with the latest news and happenings in the early childhood education sector.

We have regular updates on early childhood education events and information especially for parents, managers and educators.

We limit advertising to two advertisers per newsletter so your advertising gets noticed.

Distribution: E-News is sent to over 2,600 individuals in the early childhood education sector.

ADVERTISING COSTS

Package	Format	Specifications	Price (Incl.GST)
E-News 1	Display ad	JPG (72 dpi web optimized) 496px (w) x 340px (h)	\$160/newsletter
E-News 2	Sponsored article	150 words long Company Logo JPG (72 dpi web optimized)	\$320/newsletter

Package Discounts:

- 20% discount for existing advertisers in other KPV publications
- 10% discount on multiple bookings
- 15% discount on annual booking

All advertising rates are for ready artwork supplied by the client.

Artwork must be supplied in the format listed above, otherwise the following charges will be incurred:

- \$140.00 surcharge for preparation of artwork by KPV.
- \$75.00 editing charge for changes to current and/or subsequent advertisements.

BOOKING

Please contact Cass Marxsen on 9489 3500 to make a booking.

Artwork can be supplied via email to cmarxsen@kpv.org.au.

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Marketplace 2012 (<http://kpv.org.au/marketplace>)



Marketplace is KPV's products and services directory. Promote your quality product or service to the early childhood sector.

Traffic: From August 1 to November 1, 2010 we had nearly 16,500 visitors to the KPV website.

ADVERTISING COSTS

Package	Format	Specifications	Price (Incl.GST)
Web 1	Company Logo, phone number and link to website	JPG (72 dpi web optimized) 234px (w) x 112px (h)	\$160/term or a 3 month period
Web 2	Expandable display advertisement, phone number and link to website	JPG (72 dpi web optimized) Landscape: 640px (w) x 451px (h) Portrait: 339px (w) x 480px (h)	\$265/term or a 3 month period
Additional charge for priority ranking			\$105 per term or a 3 month period
Package Discounts: 20% discount for existing advertisers in other KPV publications 10% discount on multiple bookings 15% discount on annual booking			
All advertising rates are for ready artwork supplied by the client. Artwork must be supplied in the format listed above, otherwise the following charges will be incurred: - \$140.00 surcharge for preparation of artwork by KPV. - \$75.00 editing charge for changes to current and/or subsequent advertisements.			

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Direct Marketing 2012



Each month we send our members a printed mailer containing the latest news and happenings in the early childhood education sector. We limit advertising to two per mailout so your advertising gets noticed.

Distribution: Our mailer is sent to over 1,200 KPV members.

Circulation: 1,200 KPV Members
Format: See chart below
Colours: Up to client

ADVERTISING COSTS

Format	Price (Incl.GST)
maximum size: A3 folded to A4	\$265 per mailout

Printed flyers must be supplied to KPV 5 working days before the distribution date.

BOOKING DEADLINE AND DISTRIBUTION DATE

Package	Booking Deadline	Distribution
February	Monday 16 January 2012	Wednesday 1 February 2012
March	Monday 13 February 2012	Monday 5 March 2012
April/May	Monday 16 April 2012	Monday 30 April 2012
June	Monday 14 May 2012	Monday 4 June 2012
July/August	Monday 2 July 2012	Monday 30 July 2012
September	Monday 13 August 2012	Monday 3 September 2012
October/November	Monday 24 September 2012	Monday 29 October 2012
December	Monday 22 October 2012	Wednesday 28 November 2012

Package Discounts:
20% discount for existing advertisers in other KPV publications
15% discount on annual booking
10% discount on multiple bookings

All rates are for ready supplied flyers by the client.

BOOKING

Please contact Cass Marxsen on 9489 3500 to make a booking.

