



**Parents & Citizens
Association**

Lane Cove Public School **P&C TRADER**

INFORMATION PACK // 2018

Three easy steps to advertising in the Trader

Step 1: Submission Form — please provide a completed Advertising Submission Form available online at <http://www.lanecove-p.schools.nsw.edu.au/community/p-c-school-trader>

Or

On the bottom of this information pack

This form ensures that your contributor requirements are clear and documented. Submission forms need to be scanned and emailed to lcpstrader@gmail.com

Step 2: Payment — EFT only accepted

Bank details are provide on the booking form below.

Receipts will be emailed upon request after the Trader has been issued.

Step 3: Submit artwork or classified advertisement

- Only emailed artwork will be accepted for publication. This can be submitted in PDF and/ or JPG format only
- As the P&C Trader is published as a full colour electronic document for the majority of the school community in addition to a B+W paper copy for those members of the community who do not receive emailed communications, please be mindful of the legibility of your advertisement.

Issue dates and deadlines

The Trader is issued usually during weeks 3 & 8 of each school term (8 issues per year — see Submission Form).

The submission form, payment and advertisement artwork are due one week prior to week of publication.

These dates are outlined on the booking form. Advertisements will only be published in the P&C Trader upon receipt of artwork/classified, submission form and payment.

Document requirements

- The P&C Trader is published as an A4 portrait format, full colour electronic file.
- **Our editors cannot modify your advertisement.** Please be mindful of the size and orientation of your advertisement prior to submitting it for publication.
- The P&C Trader does not offer quarter page advertisements
- **Please use a naming convention for your file so that we can determine your company name, the file size, and the Trader volumes it will appear in (ie BusinessName_HalfPage_Vol1_3_6).**

Advertising rates

Full page (approx 20cm x 28cm; portrait only) **\$45** less any volume discount

Half page (approx 10cm x 14cm; landscape only) **\$25** less any volume discount

Please refer to the Submission Form on our website for volume discounts

Important terms

- Enquiries and questions** — The school office cannot handle Trader enquiries. Please direct all enquiries by email to lcpstrader@gmail.com
- Copy of Publication** — A copy of the Trader can be obtained from the School Office or on the school's website at <http://www.lanecove-p.schools.nsw.edu.au/community/p-c-school-trader>
- Indemnity required** — Advertisers must agree to the indemnity term in the Submission form.
- Our liability is limited** — We may decline to publish any material and refund your payment. In the event that we fail to publish your ad in the manner requested, we will only be liable to refund your payment for that services or re-advertise the material at a later time. To the extent permitted by law, all representations, conditions and warranties, whether based in statute, common law or otherwise, are excluded. The liability of the school and the P&C, and their officers, staff and volunteers, for any breach of a term or condition (whether implied by law or otherwise) or for any negligence is limited, at our option, to a refund of the payment made for the service, the supply of the service again, or the payment for the cost of having the service supplied again.
- It is school policy that the school will not hand out flyers on behalf of community groups, sporting organisations or businesses. These groups are welcome to advertise in the P&C Trader.

Email: lcpstrader@gmail.com

Website: www.lanecove-p.schools.nsw.edu.au/community/p-c-school-trader

ADVERTISING SUBMISSION FORM 2018

LANE COVE PUBLIC SCHOOL P&C TRADER

1. Advertiser's details

Company name:..... Contact person:

Contact number: Email:.....

2. Requested Issue dates: (please select)

Booking form, payment and artwork must be submitted **by the Monday prior to week of issue.**

w/c = week commencing d/l = deadline for submitting artwork/classified

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Term 1 2018

☐ Vol. 1 - w/c 12 February 2018 (d/l 05.02.17)

☐ Vol. 2 - w/c 19 March 2018 (d/l 12.03.17)

Term 2 2018

☐ Vol. 3 - w/c 4 May 2018 (d/l 07.05.17)

☐ Vol. 4 - w/c 18 June 2018 (d/l 11.06.17)

Term 3 2018

☐ Vol. 5 - w/c 6 August 2018 (d/l 30.07.17)

☐ Vol. 6 - w/c 10 September 2018 (d/l 03.09.17)

Term 4 2018

☐ Vol. 7 - w/c 29 October 2018 (d/l 22.10.17)

☐ Vol. 8 - w/c 3 December 2018 (d/l 26.11.17)

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Term 1 2019 (specific dates TBA)

☐ Vol. 1 - Week 3 (d/l Monday Week 2)

☐ Vol. 2 - Week 8 (d/l Monday Week 7)

Term 2 2019

☐ Vol. 3 - Week 3 (d/l Monday Week 2)

☐ Vol. 4 - Week 8 (d/l Monday Week 7)

Term 3 2019

☐ Vol. 5 - Week 3 (d/l Monday Week 2)

☐ Vol. 6 - Week 8 (d/l Monday Week 7)

Term 4 2019

☐ Vol. 7 - Week 3 (d/l Monday Week 2)

☐ Vol. 8 - Week 8 (d/l Monday Week 7)

3. Size of advertisement: (please select)

☐ Full Page (\$45.00 per ad) ☐ Half Page (\$25.00 per ad)

4. Applied discount: When paying for 4 or more issues in advance, please apply the following discount to advertising costs (please select if applicable):

☐ 4 or more issues — 10% discount ☐ 8 or more issues — 15% discount

5. Payment: Please make EFT payment as follows and email the Trader to confirm payment made:

Name: Lane Cove Public School P&C Association

Westpac

BSB: 032-085

Account No: 379-713

Ref: Trader (business name)

Receipt required: ☐ No or ☐ Yes *All receipts will be emailed unless otherwise requested.*

6. Declaration:

You confirm that you have read the Important Terms on the Information Pack page and you agree to the limited liability of the school and the P&C, and their officers, staff and volunteers, and to indemnify all of them for any costs or liability they incur as a result of any claim made in relation to you request for advertising.

Signature of advertiser or authorised officer

..... **Date**.....

Email: lcptrader@gmail.com or Website: <http://www.lanecove-p.schools.nsw.edu.au/community/p-c-school-trader>