

SMARTSTART

A GUIDE TO EVERYTHING YOU CAN STUDY IN 2012

SUPPLEMENT SERIES

We are running a series of three supplements along side the main *Smart Start* publication. These supplements will be circulated on the front cover of *Education Review*, Australia's leading independent national education publication, which is distributed to every high school principal in Australia. The supplements have been specifically created with Careers Advisors and Principals in mind and will not only help create awareness about the new *Smart Start* product but also give Careers Advisors and Principals excellent tools for use in the classroom, pre and post the main *Smart Start* publication.

SUPPLEMENT TOPICS / DATES	Material Deadline
Issue 1: March Smart Start Scholarships & Internships	28 Feb
Issue 2: May Smart Start Open Days	21 April
Issue 3: August Smart Start Skills Shortages	25 Jul

SUPPLEMENT ADVERTISING RATES		
Ad size	Rate Card	Early Bird
DPS	\$8,330	\$6,800
Full page	\$4,900	\$4,000
½ page	\$2,900	\$2,300
¼ page	\$1,700	\$1,350

All advertising rates are excluding GST and are inclusive of four colour.

JOINT PURCHASE SPECIAL OFFER

We are giving advertisers the opportunity to book into *Smart Start* and any of the three supplements before Wednesday 26th January and receive an early bird discount off both the main *Smart Start* publication and the supplement(s).



DEADLINES

Joint purchase booking deadline: 4 March

Smart Start material deadline: 11 March

In-house design deadline: 4 March 2011

TO ADVERTISE IN THESE SUPPLEMENTS CONTACT:

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