

# RABELAIS

This is *Rabelais*, the official student magazine of the La Trobe Student Union.

Since its inception in 1967, *Rabelais* has been the only publication at La Trobe University to be created by and for students. The publication is a non for profit, distributed free of charge and circulated across all six of La Trobe University's campuses reaching over 36,000 students across the state of Victoria. The publication includes domestic, international, postgraduate and undergraduate students, as well as over 3,000 staff members.

With 20 distribution points across the Melbourne campus alone, *Rabelais* offers quality content and direct student contact for your brand. The vibrant publication led by students promotes audience driven content that is relevant and exciting to a broad range of university students and staff with diverse backgrounds and views. In addition to the six full editions being published in 2019, the magazine also maintains an active online presence and provides its audience with online versions of the magazine, greatly increasing the readership and reach of the publication.

## **Key Statistics:**

- Direct access to a student population of approximately 36,000 students across Victoria, ranging from undergraduate, postgraduate, international and domestic students.
- Average readership is between 18 and 25 years old, allowing advertisements to target an audience of young and active consumers.
- Rabelais is the only Victorian student publication that has a reach across all of Victoria, serving campuses in Bendigo, Shepparton, Albury-Wodonga, Mildura, Melbourne (Bundoora), and the CBD. This will give advertisers a large youth market across the city, suburbs and regional areas of Victoria.
- The magazine is also published in an online digital format via the LTSU Website and Facebook page – with over 123,000 visits in 2015, and over 65,000 unique users.
- Northland Shopping Centre is only 2km away from the main Bundoora campus, allowing for the 22,000 students on campus to have easy access to many recognizable brands and franchises in the area.
- We offer several marketing packages, which allow advertisements on our LTSU website and e-bulletin, which has over 14,000 unique subscribers.

### Edition Date Timetable

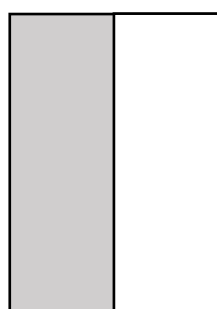
| <i>Edition</i> | <i>Booking Deadline</i> | <i>Artwork Deadline</i> | <i>Release Date</i> |
|----------------|-------------------------|-------------------------|---------------------|
| O-Week Guide   | 31st Jan                | 12th Feb                | Feb 25th            |
| Edition 2      | 19th Feb                | 8th March               | March 28th          |
| Edition 3      | 16th April              | 24th April              | May 13th            |
| Edition 4      | 20th June               | 2nd July                | July 22nd           |
| Edition 5      | 6th August              | 13th August             | September 2nd       |
| Edition 6      | 11th September          | 17th September          | October 7th         |

### Advertising Specifications

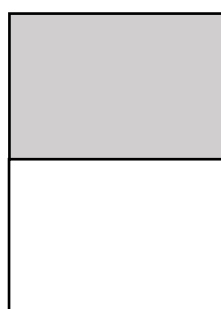
All artwork must be in a PDF format and Hi-Res (300dpi or higher). All advertisements will be printed in colour, and all colour advertisements must be printed in CMYK format. Please note that all sizes are typed height x width in cm.



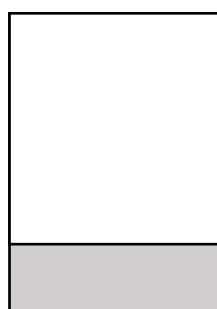
Option A: Full Page  
Type: 24.5 X 17  
With Bleed: 27.5 x 20



Option B: Half Page, Vertical  
Type: 24.5 x 8.5  
With Bleed: 27.5 x 11.5



Option C: Full Page, Horizontal  
Type: 12.5 x 17  
With Bleed: 15.5 x 20



Option D: Quarter Page  
Type: 6 x 17  
With Bleed: 9 x 20

#### Print Advertising Rates:

Back Cover – \$1,300 + GST  
 Inside Front Cover - \$1,000 + GST  
 Inside Back Cover – \$1,000 + GST  
 Full Page – \$880 + GST  
 Half Page – \$440 + GST  
 Quarter Page – \$220 + GST

#### Print + Online Advertising Packages:

Back cover & 2 weeks web homepage slider or 1 x e-Bulletin item - \$1500 + GST  
 Inside front or back cover & 2-week web homepage slider or 1 x e-Bulletin item – \$1220 + GST  
 Full page & 2-week web homepage slider or 1 x e-Bulletin item – \$1100 + GST  
 Half page & 1 x e-Bulletin item – \$660 + GST  
 Quarter page & 1 x e-Bulletin item – \$550 + GST

# RABELAIS

|  |  |
|--|--|
| <b>Business Name</b>                   |  |
| <b>Contact Name</b>                    |  |
| <b>Position</b>                        |  |
| <b>Phone Number</b>                    |  |
| <b>Email</b>                           |  |
| <b>Postal Address</b>                  |  |
| <b>ABN</b>                             |  |
| <b>Details of Ad Booking / Package</b> |  |

*Terms and Conditions:*

*Rabelais reserves the right to exclude or request amendments to any advertisement that does not satisfy our specifications and policies above.*

*Advertising placement will be entirely at the discretion of the editors, who will endeavour to uphold all specific placement requests in accordance to standard placement priorities. Rabelais assumes no responsibility for typographical errors, omissions or other mistakes beyond our control. LTSU reserves the right not to publish any content that may contravene the LTSU Constitution. All cancellations must be in writing and will be charged 50% of the advertisement rate if received after the artwork deadline.*

## **Agreement**

Print name: .....

Date: ..... Total Amount Due: .....

Signature: .....

### **Please contact for bookings:**

LTSU Operations Team, La Trobe Student Union

P: (03) 9479 2314

E: [LTSU.OPS@latrobe.edu.au](mailto:LTSU.OPS@latrobe.edu.au)

### **For artwork enquiries, please contact:**

Rabelais Editors: [ltsu\\_rabelais@latrobe.edu.au](mailto:ltsu_rabelais@latrobe.edu.au)