

RABELAIS

Introducing **Rabelais**: the official 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 not for profit, and is distributed for free and circulated throughout La Trobe University's 6 campuses, reaching over 36,000 students across Victoria, which include domestic, international, graduate, and undergraduate students, as well as university staff members. With 20 distribution points across the Melbourne-Bundoora campus alone, Rabelais offers quality content and direct contact for your brand. This vibrant publication led by students promotes audience driven content that is relevant and exciting to a wide student and staff population with diverse views and backgrounds.

In addition to producing a minimum of 6 printed editions throughout the year (1000 copies per edition; 6 editions), Rabelais also maintains an active web presence and provides its audience with an online magazine version, greatly increasing readership.

Key Statistics:

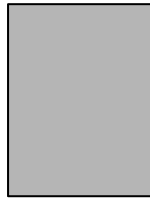
- Direct access to a student population of approximately 36,000 including undergraduate, postgraduate, local and international student cohorts
- Average readership between 18 and 25 years old allows advertisements to target active student consumers
- Rabelais is the only student magazine to service six campuses across the Victoria. This allows Rabelais access to the youth market in the city, suburbs and rural Victoria
- Published online via the La Trobe Student Union (LTSU) website – 123,000 visits in 2015, with over 65,000 users
- Magazine advertised through the LTSU's social media and e-bulletin - 14,000+ subscribers
- E-Advertising packages, including on the LTSU website and the LTSU's e-bulletin are available!

Edition	Booking Deadline	Artwork Deadline	Release Date
O-Week Survival Guide	29 January	12 February	26 February
Edition One	19 February	5 March	19 March
Edition Two	19 March	2 April	16 April
Edition Three	16 April	30 April	14 May
Edition Four	2 July	16 July	30 July
Edition Five	30 July	13 August	27 August
Edition Six	11 September	25 September	8 October

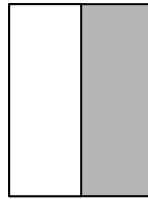
R A B E L A I S

Advertising Specs:

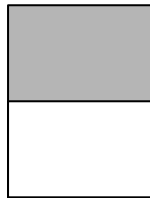
All artwork must be in PDF format and HI-RES (300dpi or higher). All advertisements will be printed in colour and all colour advertisements must be printed in CMYK format. Please note that all sizes are typed height x width in cm.



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



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



Option B: Half Page, Horizontal
Type Size: 12.5 x 17
With Bleed: 15.5 x 20



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

Print Advertising Rates:

- Back cover - \$1300 + gst
- Inside front or back cover - \$1000 + gst
- Full page - \$880 + gst
- Half page - \$440 + gst
- Quarter page - \$220 + gst

Print + e-Advertising Packages:

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

For more on campus advertising options please view our partnership opportunities guide!

RABELAIS

Business Name	
Contact Name	
Position	
Phone Number	
Email	
Postal Address	
ABN	
Details of Ad Booking/Package	

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:

Danielle Mengel – Operations Supervisor, La Trobe Student Union

P: (03) 9479 2613

E: d.mengel@latrobe.edu.au

W: www.latrobesu.org.au

Please contact for artwork queries:

Rabelais Editors: LTSU_rabelais@latrobe.edu.au