



Geographical Association Advertising 2012

Targeting our market of teachers, lecturers and students of geography has never been easier, with a host of ways to reach our members whatever your needs or budget. We offer the following range of advertising opportunities:

- **Adverts and inserts in our journals and magazine**

Members receive *GA Magazine* and one or more of our phase-specific journals in both print form and online three times a year. With prices starting at £180 these offer a great way to reach your specific target market.

- **Online advertising via our immensely popular website**

The GA website regularly attracts more than 1400 visitors a day, averaging 4600 pageviews, and much higher figures at peak times. With a variety of advertising options starting from £50, this offers the flexibility for you to advertise at a time that suits you.

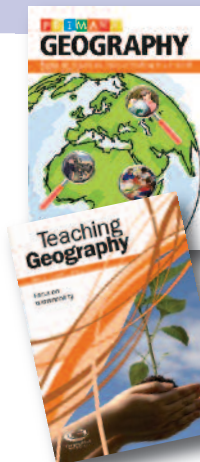
- **Direct email advertising to our members and customers**

Add your message to one of our fortnightly email newsletters, sent to over 5500 recipients, from £95.

- **Exhibition, advertising and sponsorship at our Annual Conference**

With over 700 delegates each year our Annual Conference provides the ideal opportunity for you to showcase your products and services face-to-face at the largest exhibition of geography resources in the UK.

Journals and *GA Magazine* advertising



Primary Geography

Our journal for trainee and practicing teachers of Early Years and primary school pupils. Mailed in January, May and October.

Teaching Geography

Our journal for trainee and practicing teachers of key stage 3 to post-16 students. Mailed in January, May and October.



Geography

Our journal for post-16 students and lecturers and all those interested in updating their geographical knowledge. Mailed in January, May and October.



GA Magazine

Our termly news magazine for all members. Mailed in January, May and September.

Rates and specifications

Page sizes

	<i>Primary Geography</i>	<i>Teaching Geography</i>	<i>Geography</i>	<i>GA Magazine</i>
Full (with bleed)	303 x 216mm	303 x 216mm	281 x 216mm	303 x 216mm
Full	267 x 180mm	258 x 175mm	275 x 210mm	271 x 184mm
Half	130 x 180mm	126 x 175mm	123 x 174mm	127 x 184mm
Quarter	130 x 87mm	126 x 84.5mm	123 x 84mm	<i>not available</i>

Journal advert rates

	Colour	Mono
Full	£790	£420
Half	£460	£260
Quarter	£280	£180

GA Magazine advert rates

	Colour only
Full	£1500
Half	£850

Copy requirements

Issue	Booking deadline	Copy deadline
Spring 2011	03/10/2011	24/10/2011
Summer 2011	09/01/2012	06/02/2012
Autumn 2011	11/06/2012	02/07/2012

Please supply adverts on CD or by email, plus hard copy. Files accepted are: tiff, jpg, pdf (at no less than 300 dpi at actual size). Files that need re-setting will incur a charge.

Journal inserts

1–10g	£570
11–20g	£910

Insert deadlines are two weeks prior to the publication date to guarantee inclusion. Delivery address, quantities and dates will be supplied with booking confirmation.

Discounts

Agency discount 10%. For multiple advert bookings please contact us to discuss a discount.

All rates are subject to VAT.

Booking information

Contact Anna Grandfield on 0114 296 0088 or email anna@geography.org.uk

Website advertising

Homepage advert

A premium space on the GA website homepage (503 x 264px). Price: £400 pcm.

Section homepage advert

Target your advert at a specific audience (152 x 77px or 322 x 124px). Price: £125/£200 pcm. *Please note: adverts must be supplied at 501 x 281 pixels and will be resized accordingly.*

Whole-site advert

These appear on every page of the GA site (291 x <150px or 291 x 291px) Price:
 1 month 3 months 6 months 12 months
 £150/£225 £400/£625 £700/£1150 £1000/£1900

Links page

Standard listings are free, but you can add a logo to make your entry stand out (up to 150 x 150px). Price: £50 one-off payment.

CPD and event listings

Standard course listings are free, but you can add a logo to your listing (up to 150 x 150px), price: £50 one-off payment; or add a banner to the top of the page (503 x 70px), price: £200 pcm.

Job adverts

Advertise your vacancy to keen geography teachers, ITE tutors, NQTs, students and graduates. Price: £95 or £145 for premium listing with logo at top of page (both until job deadline has passed).



Email updates

Add up to 50 words, plus link and image or logo to one of our fortnightly email newsletters sent out to c.5500 recipients. Price: £175. Small (200 x 150px) and large (200 x <300px) banner adverts are also available, price: £95/£155.

All rates are subject to VAT.

Booking information

Contact Anne Greaves on 0114 296 0088 or email agreaves@geography.org.uk

Annual Conference

Meet your market face-to-face at our Annual Conference each Easter. The 2012 Conference will be held at the University of Manchester from 12-14 April and offers space in the resources exhibition, advertising in the delegate handbook and sponsorship deals.



Booking information

Contact Lucy Oxley

on 0114 296 0088

or email loxley@geography.org.uk

Terms

ALL orders are subject to the following terms and conditions.

- 1 All bookings will be confirmed in writing by the GA.
- 2 All bookings must be confirmed in writing by the client.
- 3 The GA reserves the right to refuse, amend, withdraw or otherwise deal with advertisements submitted at their absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.
- 4 The GA will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
- 5 The Advertiser will indemnify the GA against any damage and/or loss and/or expense which the GA may incur as a direct or indirect consequence of the Advertiser's announcement.
- 6 The GA reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than 28 days before the copy deadline date.
- 7 The GA will not be liable for any errors that occur in adverts supplied.
- 8 Discounts apply to orders placed in advance. When later parts of the advertising package are cancelled the GA reserves the right to recoup the cost of discounts on earlier adverts.
- 9 Copy must be supplied without application from the GA. In the event of copy instructions not being received by the copy date the GA reserves the right to repeat the last copy used.
- 10 The GA cannot accept responsibility for changes in dates of insertion and copy unless these are confirmed in writing and in time for the change to be made. The GA reserves the right to charge for any additional expense involved in such changes.
- 11 Copy provided must conform to the GA's requirements as outlined under mechanical data. Any additional work involved may be charged for.
- 12 Provided copy is received by the stipulated copy deadline, the GA will provide proofs on request if it is practicable to do so.
- 13 One complimentary copy of the journal will be provided for each advertisement published.
- 14 Payments are to be made within 30 days of receipt of invoice.
- 15 Inserts weighing more than 20g will incur a surcharge of £50 per additional gram over.

The Geographical Association, 160 Solly Street, Sheffield S1 4BF.

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