



ADVERTISING KIT

2025



 www.pandcsqld.com.au

 1800 218 228

 communications@pandcsqld.com.au

DIRECTORY

P&C-e

PARENT TALK

WEBSITE

CONTENTS

Introduction	3
Online Directory.....	4
Parent Talk magazine.....	5
P&C-e News.....	7
Terms and Conditions.....	9



P&Cs QLD STATE OFFICE
PO Box 3428, Newmarket Qld 4051
Unit 5, 288 Newmarket Road, Wilston Qld 4051
Phone: (07) 3352 3900/1800 218 228
Email: communications@pandcsqld.com.au
Website: www.pandcsqld.com.au

INTRODUCTION

INTRODUCTION

P&Cs Qld is the peak body supporting and representing more than 900,000 state school parents and wider school communities in Queensland.

Through fostering parental and community engagement in a thriving and successful education system we support the achievement of quality educational outcomes for students.

Our vision is to give “every child every chance” in education and in life.

We offer advertising opportunities in both *Parent Talk*, our quarterly print and digital magazine, and *P&C-e* (electronic digital newsletter) and our online directory, all of which can be viewed on the P&Cs Qld [website](#).



The P&Cs Qld Website is a key source of information for P&Cs and parents. It includes:

- P&Cs Qld information, news; details of statewide and area events and a portal to training and resources.
- Support to help P&Cs manage their association and businesses, including OSHC and Tuckshop.
- P&C resources on the info place, including documents outlining policy and procedures, fact sheets, How To Guides and tips

P&Cs Qld Website Hits (Oct 23-Oct 24)



263,000+ Users (78% new users)



198,000+ Sessions

Source: Google Analytics

DIRECTORY

P&Cs Qld has created a new online directory to help relevant businesses that want to increase their online visibility, attract targeted traffic, and promote their products or services cost-effectively.

What does being listed in our online directory mean for your business? It can increase your product/service visibility to more than 1266 P&Cs who are searching for products or services.

Website Directory

12 Months Advertising

\$500

Artwork specs: High Res Logo 300 X 300 px X 300 dpi and hyperlink to nominated website/information

Note: Price does not include GST



Note: Please read Terms and Conditions on Page 9.

PARENT TALK

- Hard copy printed full-colour magazine
- 4 editions per year (one per school term)
- 1 copy mailed to every P&C (1266 in Qld) and 1 per stakeholder
- Ad sizes: full-page and half-page
- Also available on the [P&Cs Qld website](#) as a flipbook – with email notification sent to more than 8,500 subscribers including 1266 state school P&Cs
- Link to digital copy on state school websites and in school newsletters, reaching up to **900,000** parents

DEADLINES FOR 2025

	CONTENT DEADLINE	TO PRINT:	MAILED TO SCHOOLS
Term 1	7 February	14 February	28 February
Term 2	21 April	28 April	12 May
Term 3	14 July	21 July	30 July
Term 4	6 October	13 October	27 October

ARTWORK FILE SPECS

- Photos, images and/or logos accompanying articles
- JPEG or high-quality PDF format.
Microsoft Word files containing photos or artwork are not acceptable.
- 300 dpi, CMYK.
- Include a 3mm bleed.
- No crop marks.
- Files should not exceed 8 Mb.

Note: Please read Terms and Conditions on Page 9.

ADVERTISING RATES: PARENT TALK

Advertisement size	1 edition	More than 1 edition (per edition)
Full-page ad (no editorial) 213 mm x 300 mm (portrait only) (including 3 mm bleed)	\$1200	\$950
Half-page ad (no editorial) 213mm x 150mm (landscape)	\$750	\$500
Bundled options		
Full page ad with full page editorial (approx 600 words)	\$2200	\$1,950
Full page ad with half page editorial (approx 400 words)	\$1600	\$1350
Half page ad with half page editorial (approx 400 words)	\$1000	\$800

Note: Prices do not include GST.

Special prices are available for those who wish to book advertising across more than one media platform. Contact the State Office on (07) 3352 3900 for a quote.

Note: Please read Terms and Conditions on page 9.



Half-page ad with half page editorial



Example -full page ad with full page editorial

P&C-e MONTHLY EDM

- 11 editions per year (February to December)
- Choice of banner ad with or without editorial
- Hyperlink to your nominated website/ information
- Sent to all State School P&Cs, plus more than 8500 subscribers
- Uploaded to [P&Cs Qld's website](#)

P&C-e News

Reach 2024	98,500+
Average open rate	57%
Average click rate	9.5%

Source: MailChimp

Example of a P&C-e News Banner ad plus editorial (text)



Festive Fundraising With Limited-Edition Christmas Fruit Cake

Introducing Billy G's award-winning Christmas Fruit Cake recipe, making a long-awaited return after many years. One tub of this special dough is all you need to create a delightful Christmas Fruit Cake or transform it into mini puddings by using a muffin tray.

Indulge in the richness and moisture of this recipe that is sure to please everyone. Say goodbye to the stress of searching for the perfect recipe and preparing it in advance. Billy G's Christmas Fruit Cake Dough tubs make the process effortless and leave a lasting impression on all.

Hurry, as the quantity is limited, and it's first-come, first-served! We only have 3,000 tubs of this scrumptious treat! Huge profit of \$4 on every 1kg tub!

Take advantage of this opportunity by organising a Billy G's Gourmet Cookie Dough Fundraiser in 2024 and generate excitement among everyone for this scrumptious Christmas Fruit Cake offer.

For more info, please contact our office on 1300 133 022 or visit the website [billyg.com.au](#).

Example of a P&C-e News Banner Ad (excludes text)



ADVERTISING RATES: P&C-e EDM (11 issues per year)

Advertisement specs - includes link to your preferred destination

Banner ad only 550 x 150 px	\$350 (per edition)
Banner ad 550 x 150 px plus editorial (150 words)	\$450 (per edition)

Note: Price does not include GST.

Special prices are available for bundled options or advertising across more than one media platform.

Please contact the State Office for a quote.

Note: Please read *Terms and Conditions* on page 9.

P&C-e NEWS DEADLINES 2025

CONTENT DEADLINE	DISTRIBUTION
29 January	5 February
26 February	5 March
26 March	2 April
30 April	7 May
28 May	4 June
25 June	2 July
30 July	6 August
27 August	3 September
24 September	1 October
29 October	5 November
26 November	3 December





TERMS & CONDITIONS

HOW TO BOOK

To book your spot visit the [Advertise with us page on our website](#), complete the form and someone from our office will be in touch with you to confirm your enquiry.

Rates are subject to change at the discretion of P&Cs Qld.

ADVERTORIALS

P&Cs Qld will consider advertorial content subject to availability of space.

APPROVAL PROCESS

All advertising is subject to P&Cs Qld approval to ensure consistency with P&Cs Qld policy and P&Cs Qld reserves the right to refuse any advertisement.

PAYMENT CONDITIONS

Payment is due in full and in advance.

Prices assume publication-ready artwork submitted as outlined in specifications. Costs quoted do not include GST.

An invoice for payment will be forwarded once the signed booking form is received and artwork has been approved by P&Cs Qld.

ADMINISTRATION FEE

Applies to late alterations or overdue materials as outlined below.

ALTERATIONS

Advertisers who wish to alter or submit new advertisements within the booking period must notify P&Cs Qld and have material submitted, publication ready, or an administration fee will apply. Alterations are also subject to the approval process as outlined for all new and existing advertisers.

OVERDUE MATERIAL

Where advertising material is overdue, a previous advertisement may be repeated, or space may be charged as booked and an administration fee will apply.

CANCELLATIONS

A 50 per cent cancellation fee is applicable if cancelled after confirmation is received.

P&Cs Qld reserves the right to cancel advertising when late material/payment delays publication.

EXCLUSIVES

P&Cs Qld has forged annual relationships with a variety of “commercial affiliates”. These arrangements sometimes include exclusive advertising. For more information on commercial affiliation, please contact the State Office.

INDEMNITY

The advertiser warrants that all material and copy delivered to P&Cs Qld for the purpose of an advertisement is true, accurate and bonafide in all respects and is not defamatory and further, is in compliance with all statutory requirements including, but not limited to, the Trade Practices Act (Cth) and the Fair Trading Act (Qld).

All copy, material and advertisements are accepted by P&Cs Qld on the condition the advertiser indemnifies P&Cs Qld as publisher and all employees, contractors, servants and agents against all actions, claims, loss, compensation and damages resulting from anything published for and on behalf of the advertiser.

P&Cs Qld and its publisher accept material and copy and all advertisements on the basis, and in reliance upon, the warranty and indemnity given by the advertiser.