

# PLUS ULTRA



**Plus Ultra incorporating the St Peters Old Scholars Association (SPOSA) Bulletin** is St Peters Lutheran College's most visible and widely distributed publication. This full colour magazine is published three times per year and distributed to approximately 11,000 local and international homes. The readership comprises St Peters Lutheran College's current students, current parents and past students (Old Scholars).

## DEMOGRAPHICS

St Peters Lutheran College is the largest independent, co-educational school in Queensland.

The families at St Peters are primarily middle to high income earners from the inner western suburbs of Brisbane. These people are conspicuous consumers of a wide variety of products and services.

## FREQUENCY

3 issues per year  
(April, July, and October)

## FORMAT

Full colour magazine,  
270x192mm, offset  
printed on Grange  
Laser 135gsm.

## CIRCULATION

Plus Ultra is distributed by direct mail to approximately 11,000 homes and to businesses in Brisbane's inner western suburbs.

## ADVERTISING RATIO

Capped at 7%  
(from 64 pages)

## TARGET

Current students,  
parents and  
past students  
(Old Scholars)

## SPECIFICATIONS

Advertisements must be supplied as press-ready PDF.

- Colour: CMYK (no spot colours);
- Images: 300dpi;
- Text: converted to outlines; and
- Maximum ink weight: 300%.

[Please click here for full Terms & Conditions.](#)

## RATES (GST.incl)

	Casual (1 issue)	1 year (3 issues)
<b>Quarter page</b> 119mm (h) x 80mm (w)	\$300	\$810
<b>Half page</b> 119mm (h) x 168mm (w)	\$450	\$1,215
<b>Full page</b> 250mm (h) x 170mm (w)	\$850	\$2,295
<b>Back page position</b> *Only full page advertisements eligible	\$1,100	\$2,970

## BOOKING & ARTWORK DEADLINES 2018

As advertising space is limited, early booking is encouraged. Please send booking form (below) & artwork to [publications@stpeters.qld.edu.au](mailto:publications@stpeters.qld.edu.au)

### APRIL

Wednesday  
7 March, COB

### JULY

Wednesday  
6 June, COB

### OCTOBER

Wednesday  
5 September, COB

## BOOKING FORM

Please complete and return to the Publications Office:

St Peters Lutheran College, PO Box 111, Indooroopilly Qld 4068 | e [publications@stpeters.qld.edu.au](mailto:publications@stpeters.qld.edu.au)

Contact Name: ..... Position: .....

Company: .....

Postal Address: .....

Phone: ..... Mobile: .....

Email: .....

Ad size (please tick):  Quarter page  Half page  Full page  Full page ad with back page position

Issue to commence (please tick):  April  July  October

Duration (please tick):  Casual  1 year

Signature: ..... Date: .....

## MORE INFORMATION

For more information contact the

**Publications Office:**

p 07 3377 6262

e [publications@stpeters.qld.edu.au](mailto:publications@stpeters.qld.edu.au)

St Peters

Lutheran College  
66 Harts Road

Indooroopilly Qld 4068

[www.stpeters.qld.edu.au](http://www.stpeters.qld.edu.au)