



Leadership+

Advertising Rate Card

The Professional Voice of Primary School Principals

In today's budget-driven school market, it's more important than ever for companies operating in this sector to have a strong presence at the leadership level in education. After all, Principals are the key decision-makers responsible for school budgets.

Leadership+ is the professional journal for the principals and deputy principals of Ireland's primary schools. The publication is produced six times over the school year and has a distribution of 7,000 copies to IPPN members as well as personnel from the primary education sector. Leadership+ is one of IPPN's most valued member services with 93% of IPPN members rating Leadership+ as Excellent or Very Effective. Members refer to an issue an average of five times before filing for future reference. All editions of Leadership+ are archived on www.ippn.ie.

If your target market is primary school principals and deputy principals, there is no better choice than Leadership+

In our members survey, principals and deputy principals told us that they are significantly more likely to consider purchasing from a company they have seen in Leadership+. If your target market is primary school principals and deputy principals, there is no better choice than Leadership+

Advertising Rates

2017 Rate Card - Effective for Issue 100-105. Rates are subject to 23% VAT

Full Colour (cost per issue)	1 advert	Series of 3 consecutive (cost per issue)	Series of 6 consecutive (cost per issue)
Full page	€1,800	€1,620	€1,440
2/3 page	€1,500	€1,350	€1,200
1/2 page	€1,000	€900	€800
1/3 page vertical	€800	€720	€640
1/3 page horizontal	€500	€450	€400
1/6 page	Not available	€360	€300

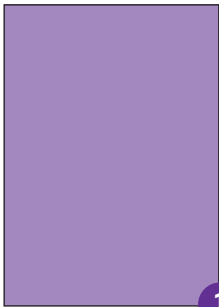
Premium Position	1 advert	Series of 3 consecutive issues (cost per issue)	Series of 6 consecutive issues (cost per issue)
Premium page	€2,000	€1,800	€1,700
Outside back cover	€2,200	€2,000	€1,900

For series advertising, the discount is applicable on the final or final two adverts of the series.

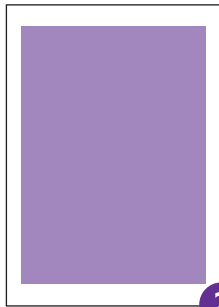
Prices quoted are for supply of complete adverts (see overleaf)

Advert Sizes and Mechanical Requirements

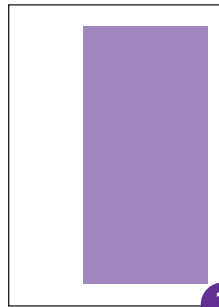
1. Covers and full page - Bleed size: 214mm x 301mm (allowing 2mm trim all around)
2. Regular full page size - Mechanical requirements: 190mm x 277mm
3. 2/3 page vertical - Mechanical requirements: 118mm x 277mm
4. 1/2 page horizontal - Mechanical requirements: 190mm x 134.5mm
5. 1/3 page vertical - Mechanical requirements: 57mm x 277mm
6. 1/3 page horizontal - Mechanical requirements: 118mm x 100mm
7. 1/6 page vertical - Mechanical requirements: 57mm x 134.5mm



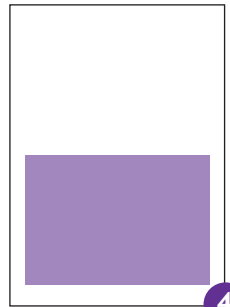
1



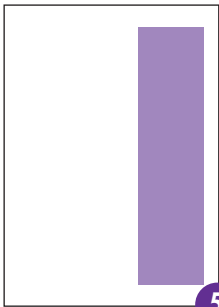
2



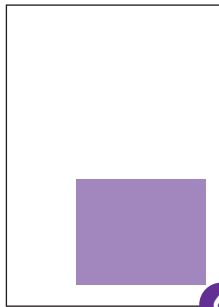
3



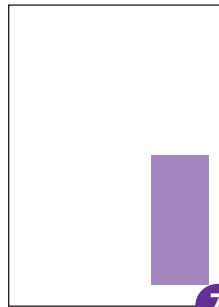
4



5



6



7

Advertising Specifications

The preferred file format is **High resolution PDF**.

We also accept high resolution JPEG or TIFF (300dpi at actual size)


Please remember

- Colour must be CMYK format, not Pantone or RGB
- JPEG files must be 300dpi
- TIFF files – photos must be 300dpi; line drawings must be bitmap images and at least 1200dpi.

Advertisers should be aware that not all output devices are calibrated the same. Thus the final advert may vary slightly from your supplied file in terms of colour, typeface or formatting. We cannot always control these variations and will not be held responsible if they occur.

For Make-Up Adverts

Make-up advert costs must be negotiated separately with the designer who will then confirm their requirements. However adverts requiring a proof must be submitted at least 2 weeks prior to the advertising closing date.

A green metal mailbox with 'P&C' embossed at the top, mounted on a stone wall. A flyer is visible through the mail slot.

Ensure success for your postal campaigns with Leadership+ mailing

Leadership+ offers the most effective way to send your flyer to primary school principals and deputy principals. Schools are subject to an excessive amount of unsolicited mail on an almost daily basis; much of it discarded without ever reaching the principal or deputy principal.

Principals are more likely to read a flyer received with Leadership+ than unsolicited mail

Our research tells us that principals are more likely to read an insert received with Leadership+ than unsolicited mail. Direct mail with Leadership+ is far more effective in terms of cost and relevance than arranging your own mailout. You can be included in a mailing to the full database of members nationwide or send to target regions and counties that are of particular interest to you.

You can mail to the full database of members nationwide or send to target regions and counties



Direct Mail with Leadership⁺

Pack insert Rates are subject to 23% VAT

1 flyer insert in each pack delivered to school

€1,950

- Insert weight must not exceed 10g and should be a maximum A4 size

Magazine insert:

1 flyer in every magazine - 2 delivered to each school

€2,200

(a copy each for the principal and deputy principal)

- Combined weight of both inserts must not exceed 10g and should be maximum A4 size.
- Inserts that exceed 10g may be subject to additional postage costs which can be calculated on request

The price quoted includes the cost of insert, packaging and posting. The completed inserts should be delivered directly to the mailing company 10 working days before the publication date.

Regional or Selected Counties Mailing

If you would like to target a specific region or group of counties; for example the counties with the highest number of primary schools or all counties in Leinster, we can arrange a bespoke mailing for you.

Mailings to specific counties or regions is calculated on request, based on the number of schools per county (minimum order €500).

Email sinead.omahony@ippn.ie to request a quote.



Advertising Terms and Conditions

- Advertisers assume joint responsibility for any and all claims that may arise from their advertisements. IPPN holds advertisers liable for all monies due and payable to IPPN for advertising that was ordered and published
- All advertising is subject to approval by IPPN. IPPN reserves the right to reject any advertising, or to request alteration in content prior to publication, if said advertising does not conform to adopted IPPN values or is deemed not suitable for the magazine
- IPPN's liability to advertisers, on account of errors in, or omissions of, the advertising material described herein, shall in no event exceed the amount of IPPN's regular charges for insertion of the advertisement in which the error occurred in the issue, or issues of Leadership+
- IPPN reserves the right to put the word 'Advertisement' or 'Advertorial Feature' with copy that, in IPPN's opinion, resembles editorial matter
- First-time advertisers are required to pay in advance
- Cancellations before design closing date must be in writing
- We guarantee special positioning only of print adverts contracted at premium rates
- Frequency discounts are given only on three or more adverts. Contracts for all adverts must be submitted with the first advert
- When changes or copy are not received by closing date for Leadership+, copy run in a previous issue will be inserted at the discretion of IPPN
- IPPN will not be bound by conditions - printed or otherwise – that appear on order forms, contracts, copy instructions or anywhere else, explicit or implied that conflict with the policies of IPPN
- Advertisers falling past due in payments may jeopardise exhibit rights at our Annual Conference Education Expo or other events.



NOVEMBER 2013

Leadership⁺

THE PROFESSIONAL VOICE OF PRINCIPALS

Daring to Lead



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