



street
smarthandbook



MEDIA KIT



THE STREET SMARTHANDBOOK

The **Street Smarthandbook** is a practical life guide for 16 and 17 year old school leavers that is designed to help prepare today's youth for life after school.

The handbook covers important topics from sexual health and the effects of drug and alcohol abuse to legal rights and applying for a loan. It offers information specific to the school leaver, providing invaluable assistance for those who are considering buying their first car or living away from home. The handbook is also a handy guide for teens that are pondering their future career choices and supplies them with advice on apprenticeships, university and TAFE. It provides teens with straight forward, factual information about issues that they will face.

The information contained in the **Street Smarthandbook** is written by a collection of topical experts, such as the Australian Drug Foundation, Beyond Blue and Quit, who are working together to address the information needs of teens. Content in the Smarthandbook is also localised to reflect the unique laws of each State and Territory in Australia. The **Street Smarthandbook** is made available to students on behalf of Auspol – Police Welfare Foundation.

Priority advertising space is made available throughout the Smarthandbook for organisations who wish to be associated with specific chapter topics and reach a captive audience.

www.smarthandbooks.com.au



CHAPTER DETAILS

Behind the Wheel - Sound advice on cars and the law, how to buy your first car and organise registration and insurance.

Bullying and Cyber Bullying - Information on how to cope with bullying and tips on how to safe online.

Eating Disorders - Covers weight loss myths and facts, how to seek help and a list of resources to help friends with a disorder to seek help.

Healthy Body - Real information on the effects of drugs, alcohol and smoking, with a breakdown of how each type of drug affects your body.

Healthy Mind - Details what stress is and how to cope with physical and mental exercises as well as information on identifying low self esteem and ways to combat.

Leaving School - Information on your career options, job resources, and apprenticeship/university/tafe options.

Money - A go-to list of how to manage your funds, manage your accounts, apply for a loan, and credit card management.

Moving Out - A guide on renting for the first time, your rights as a tenant, checklist for moving in, and a list of resources for more help.

Protecting Yourself - How to look after yourself and your friends when you're out and about.

Sexual Health - Practical and real advice for teens, with a focus on safe sex and a solid list of resources.

RATE CARD

	NSW	NT	QLD	SA	TAS	WA
Average Readership Per Edition Includes both printed and digital versions	20,000	10,000	15,000	10,000	10,000	10,000
Editions Per Year	3	1	3	3	1	3
Cover - All Editions	\$13,200	N/A	\$13,200	N/A	N/A	\$13,200
Edition Specific Rates						
Cover - 1 Edition	\$6,050	\$3,630	\$4,840	\$3,630	\$3,630	\$3,630
Full Page Content - Specific	\$4,235	\$3,025	\$3,630	\$2,420	\$3,025	\$3,025
Full Page Content	\$2,420	\$2,420	\$2,420	\$1,815	\$2,420	\$2,420
Half page Content	\$1,320	\$1,320	\$1,320	\$1,265	\$1,320	\$1,320
Quarter Page Content	\$990	\$990	\$990	\$990	\$990	\$990

All prices inclusive of 10% GST and does not include agency fees

DISTRIBUTION DATES:

NSW: March, July & October

QLD: February, July & October

SA: February, July & October

WA: February, July & October

TAS: February

NT: February

SIZE: A5 - 148 mm x 210 mm

FORMAT: 80gsm A5 throughout with full colour gloss cover

DISTRIBUTION: Year 11 students through local high schools.

MECHANICAL SPECIFICATIONS

ACCEPTABLE MEDIA:

- Completed Advertisements can be supplied using Quickcut/Adstream, a service provider for electronic delivery files. For more information regarding Quickcut/Adstream visit: <http://www.adstream.com>.
- When supplying advertising material via Quickcut, please ensure that the cover date and handbook name is entered. This will assist in keeping track of your advertisement.
- If not using Quickcut/Adstream artwork must be supplied electronically on CD or via email at the correct size.

FILE PREPARATION:

- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS or TIF file with all fonts embedded.
- Colour artwork must be CMYK or greyscale - PMS spot colours and RGB images are unacceptable.
- Mono artwork must be Greyscale.
- Cover ads must include 3mm bleed on all sides as well as crop marks.
- Ink Weight: 310% - Cover Stock: 250GSM - Inside Stock: 80GSM
- Publishers are not responsible for typesetting/artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publishers (Countrywide Austral) and Auspol – Police Welfare Foundation. The publishers reserve the right to reject or cancel any advertising at any time for any reason and will not be held responsible for unclaimed material after a period of three months from date of publication.

CONTACT:

countrywideaustral

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www.smarthandbooks.com.au

SIZE	TRIM SIZE (width x height)	BLEED SIZE (width x height)
Covers	148 x 210	154 x 216
Full Page (Mono)	118 x 190	N/A
Half Page (Mono)	118 x 94	N/A
Quarter Page (Mono)	57 x 94	N/A

All measurements in millimetres.

NB: There is no colour advertising inside the handbook.

