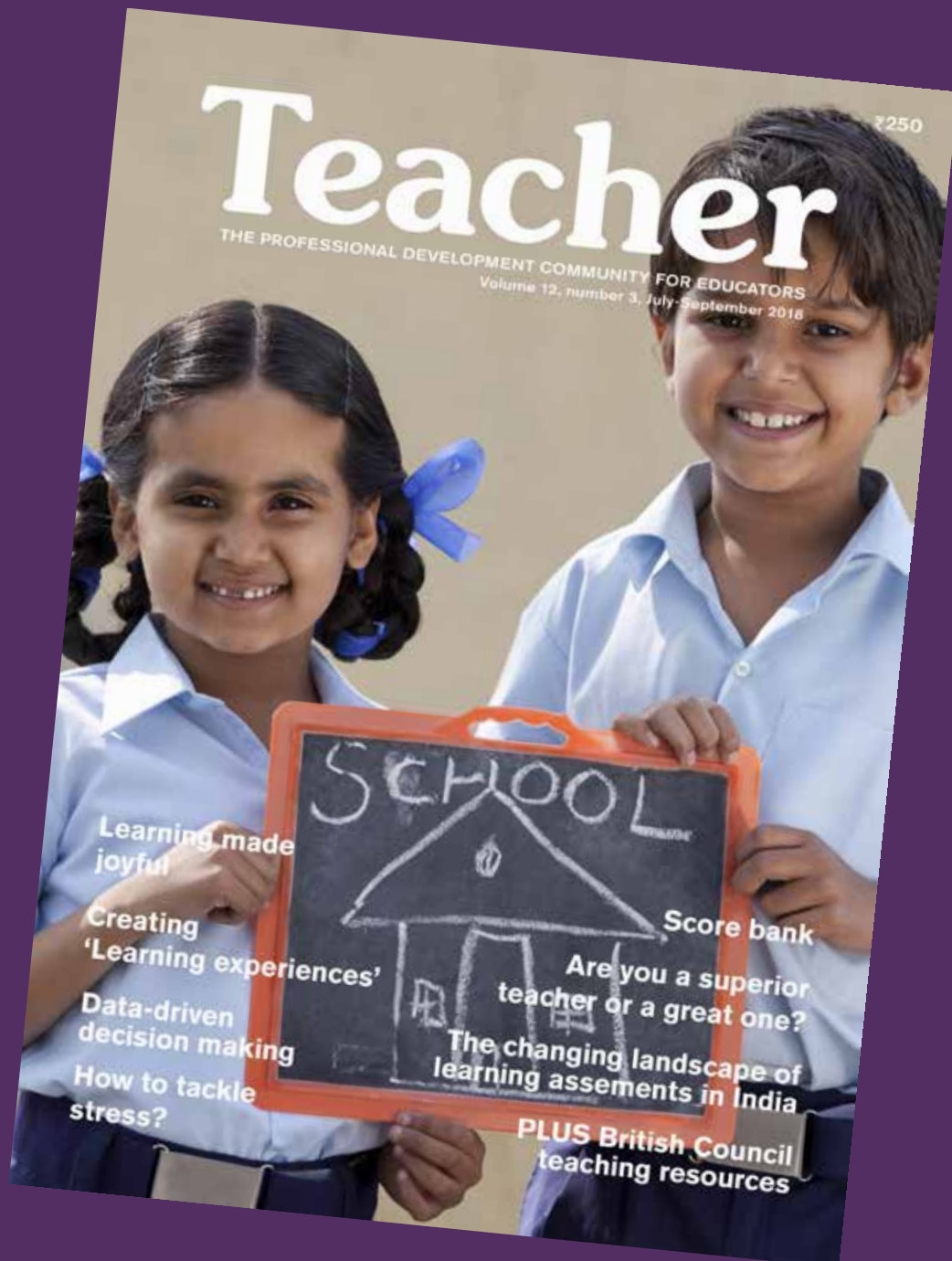


Teacher

PUBLISHED BY AUSTRALIAN COUNCIL
FOR EDUCATIONAL RESEARCH (INDIA)

MEDIA KIT



Teacher

PUBLISHED BY AUSTRALIAN COUNCIL
FOR EDUCATIONAL RESEARCH (INDIA)



The Australian Council for Educational Research (ACER) is a not for profit, independent organisation working in the area of educational research to create and disseminate knowledge and tools that can be used to improve learning across the lifespan. Our core competency is in the area of educational measurement, data analysis, and reporting. ACER India located at New Delhi brings ACER's world-class research, and educational products and services to India and the South Asia region.

Details can be viewed at www.acer.org/in

Teacher, published by ACER India, is a must read for every individual involved in education across government and non-government schools, with articles by leading educators for leading educators. Maintaining a balance between the latest research and innovative practice, *Teacher* offers the latest on professional development; curriculum development; educational research; leadership and management issues; and news.

Teacher has a readership of leading educators in government and non-government schools in India, South Asia, and the Middle East, as well as in state education departments, examination boards, educational institutions, Nongovernment organisations (NGOs) working in the field of education and other government officials and academics in the educational field.

Why advertise in *Teacher*?

- » Widely circulated amongst CBSE Schools, ICSE, and International Schools in India, South Asia, and the Middle East
- » Target readers include principals, teachers, librarians, and administrative officers of schools along with government officials, policy makers, academics and others involved in education
- » Reach includes both government and private schools
- » Special features published throughout the year provide opportunities for promoting products, services or campaigns

Distribution break up

1. CBSE schools (Including Kendriya Vidyalayas, Delhi Public School, DAV Schools, Jawahar Navodaya Vidyalayas etc)	7000
2. ICSE schools	1000
3. IB and IGSEC schools	300
4. Management of school groups	500
5. Organisations and education-related agencies	1000

Contact details

Advertising

Amit Kumar

PH +91 98114 82902
amit.kumar@acer.org

Contributions

Anannya Chakraborty

anannya.chakraborty@acer.org

Teacher

PUBLISHED BY AUSTRALIAN COUNCIL
FOR EDUCATIONAL RESEARCH (INDIA)

Advertisement rates for *Teacher*

Position	Single insertion (colour)	Annual Package (colour)
Full page inside front cover	INR 50,000	INR 1,50,000
Full page inside back cover	INR 50,000	INR 1,50,000
Full page outside back cover	INR 75,000	INR 2,50,000
Full page	INR 35,000	INR 1,20,000
Half page	INR 25,000	INR 75,000
Quarter page horizontal	INR 15,000	INR 50,000

Advertorial rates for *Teacher*

Advertorial**	1x	2x	3x	4x*
1 page	INR 50,000	INR 47,500	INR 45,000	INR 42,500
Centre spread	INR 1,50,000	INR 1,40,000	INR 1,30,000	INR 1,20,000

* Progressive discount based on number of insertions

** Editor has the right to edit advertorials

Specifications

Full page	Half page	2 column horizontal
(H)297mm x (W)210mm add 3mm bleed	(H)138mm x (W)190mm	(H)100mm x (W)125mm

Rates are for colour ads.

- » High resolution PDFs, InDesign, Illustrator or Photoshop files are accepted. We cannot accept QuarkXpress or PageMaker files.
- » All screen fonts and printer fonts must be supplied, Mac format, for InDesign or Illustrator files.
- » Images to be scanned at 300dpi in CMYK format.
- » Artwork is accepted via email or via ftp server.
- » Colours may vary from your proofing system to the printed version
- » Cancellation deadline: 5 working days prior to the booking deadline date. Failure to meet artwork deadline shall result in the advertiser being liable for the full amount of the contract rate.
- » Advertisers are responsible for the accuracy of claims made in advertising or insert material and indemnify the publisher against any consequential liability.
- » Payment due: 30 days from date of distribution.

Australian Council for Educational Research (India)

Deadlines

Issue	Booking	Artwork	Distribution
Apr–Jun	1 Mar	10 Mar	1 Apr
Jul–Sep	10 Jun	17 Jun	10 July
Oct–Dec	9 Sep	15 Sep	7 Oct
Jan–Mar	25 Nov	2 Dec	7 Jan

Subscription details

Term	Subscription Cost	Discount offered
1 year (4 issues)	INR 900	10% on cover price

