



School for the German Language Inc.

Schule der Deutschen Sprache e.V.

ABN: 82 358 402 260

www.germanschool.org.au



Newsletter Advertising

The newsletter of the School for the German Language is primarily for informing the school community about school matters but it is also a vehicle for advertising that can be used by the school community.

- The newsletter publishes **8 issues per year**, two per term. The newsletter is published on the school website and also sent to the school community via email. It will remain available for viewing and download on the school website.
- To advertise in the newsletter please email a request to the Editor diana.harder@germanschool.org.au with the advertisement attached as a PDF, JPG or Word doc file and specifying which issue(s) it should appear in.
- There are **no costs for once-only** advertisements and flyers.
- Flyers or advertisements for businesses which are wanted to be **repeatedly placed** attract a fee of **\$10 per issue in which they appear**. This needs to be clarified before the advertisement can be placed and payment must be completed prior to publication. Payment should be arranged with the school administrative assistant admin@germanschool.org.au
- Inclusion of advertising material in the German School newsletter has the primary purpose of conveying information about products or services related to the German, Austrian or Swiss Culture. *Advertisements that do not contribute to this purpose may be rejected.*
- Any advertiser should be a reputable person/organisation whose public image, products and services are consistent with the values, goals and specific policies of the School for the German Language.
- The content of the advertising must be consistent with the professional nature of the newsletter and consider its likely readership. Advertisements must not be able to be easily confused with editorial content.
- Flyers and advertisements must be approved by the Editor before being published. The Editor may seek advice from the School Management Committee regarding the inclusion or rejection of advertisements on a case-by-case basis.
- Sizes of flyers and advertisements will be adjusted to the available space in the newsletter by the Editor.
- The order and placement of advertisements in the newsletter is at the discretion of the Editor.

Please note it is the advertisers responsibility to check the accuracy of the information and images on the advertisement and to seek approval for publication of any images including minors prior to submitting the advertisement for consideration by the Editor.