



Advertising Details

Dear advertiser,

If you would like to take the opportunity to advertise your services through **ELT News** you can do so in the following ways:

1. FULL-PAGE ADVERTISEMENTS

A full-page A4 advertisement (black & white) costs € 160; inside front cover (U2) and inside back cover (U3) are available (colour) at € 200.

A half-page A4 advertisement (black & white, oblong format) costs € 90.

If you would like to advertise in **ELT News**, please send us your advertisement as an jpg-file which can be used for inclusion directly. For images a resolution of 300 dpi is needed to ensure a satisfactory result.

Please note that we cannot layout the advertisement for you and that all copies should be submitted in A4 or A5 format allowing for a 15mm margin on all sides.

2. INSERTS

The following inserts can be included with each mailing of **ELT News**:

An A5 single-page, A5 double-page or A4 single-page or A4 double-page at € 200.

Inserts can, however, also be combined with full-page advertisements at the special price of € 315.

3. SPONSORSHIP

Organisations wishing to support **ELT News** through more substantial contributions may do so by becoming sponsors and are entitled to the following terms:

- inclusion of their company logo accompanied by words of thanks on the outside back cover of the magazine and words of thanks in the Editorial in the publication.
- one free full-page advertisement

There is no upper limit to the level of sponsorship and offers from potential sponsors are very welcome! However, as we only accept one sponsor per

issue, sponsorship has to cover at least one third of the production costs, i.e. approximately € 1450.

4. DEADLINES

The following deadlines for submitting advertisements / inserts / offers of sponsorship apply:

spring issue: 31 January

autumn issue: 31 August

Please note: advertising copy from UK English teaching establishments can only be accepted at the Editor's discretion.

5. TERMS OF PAYMENT

On receipt of an invoice from **TEA** payment should be made within 30 days. Please include under "purpose of transfer": **ELT News** No ... and your name and institution.

Transfer should be made directly to the account of Vereinigung österreichischer Englischlehrer (**TEA**) (Bank Austria Creditanstalt, Babenbergerstr 9, 1010 Wien, Austria, Bankleitzahl/bank sort code: 12000, Account no: 08433001800).

International transfers

We regret that bank charges at both ends must be covered by the advertiser.

For further information or to book advertising space please contact:

Claudia Zekl

Business Manager **ELT News**

e-mail: claudiazekl@aon.at