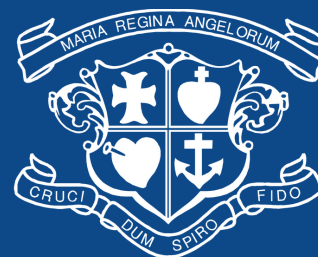


VERITY

PROMOTE YOUR BUSINESS
WITH LORETO COLLEGE

ADVERTISING SHEET



Loreto
COLLEGE BALLARAT | EST.1875



A LITTLE BIT ABOUT 'VERITY'

Loreto College are offering a unique opportunity to promote your business, support the education of young women and reach out to targeted customers by advertising in our contemporary Loreto College magazine, Verity.

Verity magazine was redesigned and relaunched in 2017; changing the face of schools marketing. The now bi-annual publication is distributed to the wider Loreto Community; including all current Loreto College families. The high quality coffee-table style publication is a popular free resource showcasing feature stories, recent news, events and achievements of the College and the broader Loreto Community. The visually engaging pages feature stunning photographs and graphics. The shorter sections make Verity easy to flick through and the fascinating feature stories are captivating when you have a more time up your sleeve. This versatility in design is an important attribute of the magazine as it increases the exposure of your ad.



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TABLE BANQUETS · TASTING TABL

Solving Injustices

Access to
aspiration for
every woman at
every birth could
save at least
1.6million lives in
the next decade.
We are working
to make this a
reality.

Loreto Girls Lead in Social Justice

Using 2017 as a snapshot, we see the incredible efforts our Loreto Girls

- Walkathon**: The Walkathon is an annual fundraising event where students and staff walk a distance to raise money for charity.
- GI8 Day**: GI8 Day is a day of action where students and staff participate in various activities to support the GI8 Day campaign.
- Justice Meal**: The Justice Meal is a special event where students and staff enjoy a meal together to raise awareness of social justice issues.
- Soup Bus Blankets**: The Soup Bus Blankets project is a community service project where students and staff make blankets for the Soup Bus.
- The Big Chop**: The Big Chop is a fundraising event where students and staff participate in a 'chop' to raise money for charity.
- Year 10 Community Service Week**: Year 10 Community Service Week is a week of service projects where students and staff participate in various activities to help the community.
- Assist a Sister Hamper**: Assist a Sister Hamper is a project where students and staff make hampers for women in need.
- Yinies Christmas Hampers**: Yinies Christmas Hampers is a project where students and staff make hampers for women in need during the Christmas season.

WHY ADVERTISE IN VERITY?

Verity also offers:

- Highly Competitive Rates (comparative to other local print publications).
- Direct Target Audience - A strong female target audience with a guaranteed circulation of 10,000 (over two editions). In addition, our digital version, distributed via the website, social media and direct email, increases this audience and provides global reach.
- Target Region - The current Loreto Community recipients are predominantly Ballarat and surrounding region, with extended reach - providing local business a large local receptive audience.
- Quality Publication - Verity magazine is changing the face of schools marketing and communications. Advertise in a publication that aligns to an innovative, respected, quality brand, locally produced and printed.
- Ongoing Benefit and Support of Loreto College - Your decision to advertise in Verity sends a clear message that you support Loreto College and the ongoing education of young women.

VERITY SCHEDULE

Verity is published twice per year with a total printed circulation of over 10,000.

Edition 1 is published in May and Edition 2 is published in November of each year. The magazine is also published on our website in pdf format and distributed online to a growing global database.

Edition	Ad Booking Deadline	Ad Artwork Deadline	Publication Distributed
Edition 1	End of February	March 15	May
Edition 2	End of July	August 15	November

ADVERTISING RATES

Single Edition Ad Rate (For Edition 1, 2018 only)		Multiple Edition Ad Rate (For Editions 1 & 2, 2018)	
Size	Cost	Size	Cost
Quarter page strip (190mm wide x 65mm high)	\$250	Quarter page strip (190mm wide x 65mm high)	\$400
Half page (190mm wide x 135mm high)	\$400	Half page (190mm wide x 135mm high)	\$700
Full page (190 mm wide x 277mm high)	\$700	Full page (190 mm wide x 277mm high)	\$1100

A Single Edition rate, listed above, is based on print ready advertisements. With every advertisement booked, you will receive three printed copies of Verity magazine for business promotion.

TO BOOK

For more details or inquiries, please contact the Marketing & Development Office at verity@loreto.vic.edu.au or

Shona Hendley, Communications and Digital Publications Officer (W-F) at shendley@loreto.vic.edu.au