



## Advertising in the SSERC Bulletin

SSERC Bulletins are digital publications.

### Sizing Information

 <p>Full page advert Dimensions 180 x 270 mm</p>	<p>Full page advert Dimensions 180 x 270 mm</p> <p>Half page advert Dimensions 180 x 130 mm</p> <p>Quarter page advert Dimensions 85 x 130 mm</p>	 <p>Half page advert Dimensions 180 x 130 mm</p> <p>Quarter page advert Dimensions 85 x 130 mm</p> <p>Supply specifications:</p> <ul style="list-style-type: none"> <li>• High resolution PDF with fonts pathed or high resolution CMYK or EPS preferred.</li> <li>• The sizes given is for the bounding box of the adverts.</li> </ul>
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### Supply specifications

- High-resolution PDF with fonts pathed or High-resolution JPEG preferred.
- The sizes given are for the bounding box of the adverts.

DISCLAIMER: We will review your artwork when it comes through and check that the guidelines listed above have been applied. We will let you know if we have any concerns regarding the quality of the artwork and will allow you to resupply. If you choose not to replace your artwork, we cannot be held responsible for reproduction where artwork is not supplied to the required standard.

### Cost

- Full page advert: £250 per issue plus VAT or £400 annual fee plus VAT (inclusion two issues in an academic year)
- Half-page advert: £125 per issue plus VAT or £200 annual fee plus VAT (inclusion in two issues in an academic year)
- Quarter page advert: £75 per issue plus VAT or £125 annual fee plus VAT (inclusion in two issues in an academic year)
- Alternatively, you can pay an annual fee and place your advert in three digital bulletin issues of your choice.

Please supply name of company contact, address, a contact email and a purchase order authorising the expenditure.

### Publication timescales

<b>Copy and Production Schedule for academic session 2023/24 STEM Bulletin</b>				
Issue	Issue no	Display booking	Artwork	Publication
September 23	279	28 <sup>th</sup> July 23	4 <sup>th</sup> August 23	29 <sup>th</sup> September 23
March 24	280	29 <sup>th</sup> December 23	12 <sup>th</sup> February 24	29 <sup>th</sup> March 24
September 24	281	29 <sup>th</sup> July 24	4 <sup>th</sup> August 24	30 <sup>th</sup> September 24

<b>Copy and Production Schedule for academic session 2023/24 Early Years and Primary STEM Bulletin</b>				
Issue	Issue no	Display booking	Artwork and text	Publication
October 23	97	4 <sup>th</sup> August 23	18 <sup>th</sup> August 23	27 <sup>th</sup> October 23
April 24	98	9 <sup>th</sup> February 24	23 <sup>rd</sup> February 24	26 <sup>th</sup> April 24
October 24	99	5 <sup>th</sup> August 24	19 <sup>th</sup> August 24	28 <sup>th</sup> October 24

### Publication timescales

<b>Copy and Production Schedule for academic session 2023/24 The School STEM Technician</b>				
Issue	Issue no	Display booking	Artwork	Publication
November 23	5	4 <sup>th</sup> August 23	15 <sup>th</sup> September 23	24 <sup>th</sup> November 23
May 24	6	1 <sup>st</sup> March 24	8 <sup>th</sup> March 24	24 <sup>th</sup> May 24
November 24	7	5 <sup>th</sup> August 24	16 <sup>th</sup> August 24	25 <sup>th</sup> November 24

### Terms and Conditions of Advertising

This agreement is between SSERC Ltd (trading as SSERC) known throughout these terms and conditions as **SSERC** and any associated publications; specifically, STEM Bulletin and Early Years and Primary STEM Bulletin and the School STEM Technician bulletin known throughout these terms and conditions as **STEM Bulletin** and you known herein as The Advertiser.

The Advertiser accepts and agrees to be bound by these Terms and Conditions in full by placing an order for an advertisement.

### Content and Delivery of Advertisement

Any copy, artwork, editorial or material to be published must be submitted on or before the copy deadlines, which will be provided above. Failure to supply a copy before the deadline may result in the advertisement not being printed and payment still being applicable in accordance with our cancellation terms specified herein. If an advertisement is not published solely due to an error on the part of SSERC, the advert will be run in the subsequent available publication unless the advert

supplied or designed contains a specific date which cannot be changed; in this instance, only the original booking will be cancelled, and The Advertiser shall be entitled to a full refund if The Advertiser has paid in advance, in full for the advertisement. This shall be The Advertiser's sole remedy for failure to publish the advertisement. In no circumstances will the total liability of SSERC for any error or omission exceed the charge for the advertisement in question.

SSERC reserves the right not to accept an advertisement for publication where it thinks that the advertisement falls outwith the purposes of the organisation, which is to advance STEM-based education or where the advertisement falls outwith the core functions of the organisation or is likely to have reputational damage to the organisation if accepted and published.

Adverts that promote the sale of STEM based educational equipment may not be accepted until SSERC has had the chance to evaluate the equipment for safety and effectiveness (if appropriate).

#### Proof Approval

Artwork submitted by The Advertiser will be deemed approved for inclusion, and no further proof or checks will be provided. Artwork provided by SSERC requires written approval before inclusion. The Advertiser's responsibility is to ensure that approval or corrections are given promptly before the copy deadline. Failure to provide approval will result in the advert being omitted from the publication. In accordance with our cancellation terms, full payment will be due where a failure to provide approval of the proof leads to non-insertion. Provided full payment is made, SSERC shall, at its own discretion, publish the advertisement at no additional cost to The Advertiser in the next available edition. SSERC will not be held responsible for any errors or omissions once approval has been given. SSERC shall not be responsible for the repetition of errors. The Advertiser's responsibility is to inform SSERC of any errors and provide any necessary assistance to SSERC to prevent a repeat of the error.

#### Artwork

The artwork needs to be of a high resolution, at least 300dpi. Artwork can be submitted as pdf, jpeg. If an advertisement is not supplied at the exact size for the advert booked, SSERC reserves the right to resize, rescale, and/or crop to achieve a fit.

SSERC does not accept advertisements made in Word or Powerpoint. SSERC will take no responsibility for artwork submitted in the wrong formats. All information supplied in connection with the advertisement or copy must be accurate, legal, truthful, decent, and not misleading. Where any living person whose name or image (in whole or part) is contained with the advertisement, consent must have been obtained.

Advertisements must not infringe a third party's rights, including any person's intellectual property rights, the Trade Descriptions Act 1958, the Business Advertisements (Disclosure) Order 1977, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority see [www.asa.org.uk](http://www.asa.org.uk) and GDPR. The advertisement will not be prejudicial to the image or reputation of SSERC. Where the Advertiser is an advertising agency or media buyer, the Advertiser guarantees that it is authorised by the Advertiser of a product or service to place the advertisement. The advertising agency or media buyer and the Advertiser will compensate SSERC for any claim made by such Advertiser against SSERC.

If you need your advert designed, we can help – basic advertising design services are charged at a rate of £35 per hour which will include one amend if necessary.

#### Payment

All advertising is to be paid in full within seven days of receipt of our invoice. Failure to pay may result in withdrawal of the advertisement from future publications. The Advertiser will remain responsible for any outstanding charges. Invoices must be paid in agreement with these terms. Interest and compensation will be charged at the rate specified in the Late Payment of Commercial Debts (Interest) Act 1998. It is the responsibility of The Advertiser to ensure that SSERC is informed of any changes to contact details that would result in a failure to receive our invoice or to contact The Advertiser regarding payment. SSERC does not accept any obligation to provide a copy of any edition of STEM Bulletin to The Advertiser. Provision of a copy is at SSERC's discretion and subject to availability of surplus copies and other considerations, including postage. The Advertiser cannot withhold payment due to no receipt of a copy of STEM Bulletin.

#### Cancellation Terms

If cancellation is 21 days or less prior to the copy deadline, full payment is due.

In addition, where the design of the advertisement has been completed by us and approved by The Advertiser, a design administration fee of £35 is applicable or £60 if The Advertiser would like to obtain full rights to the advertisement. Where discounts have been applied for multiple advertisement bookings, these are calculated on the total number of advertisements booked, any subsequent cancellations or changes to the number of adverts placed and/or number of publications will void the discount and the full amount for each advertisement will be due based on the current published rate card.

#### Your Privacy

Certain information is required to be collected to deliver the contract formed between The Advertiser and SSERC. The information required is limited to the contact details of the person booking the advert and the business details, whether a sole trader or other legal entity, e.g. Limited Company, in order to process invoices. This will include names, business names, postal address, email address and contact telephone numbers. Details supplied are typically received via email that is password protected and stored on 3rd party accounting software, which is password-protected and GDPR compliant. Payment is processed via BACS, or Cheque and therefore, no details are held by SSERC directly. SSERC is required by law to retain records for six years, after which time if there are no further transactions of a business, the record will be deleted. Access to the records is only by authorised users, e.g. registered accountants or HMRC or other government bodies who require it by law. Your details are not shared with any 3rd parties. You will not be contacted except in the delivery of the contracted services or unless explicit consent has been given to do so.

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