



**SCHOOL LIBRARY ASSOCIATION
OF VICTORIA**

ADVERTISING OPPORTUNITIES 2023

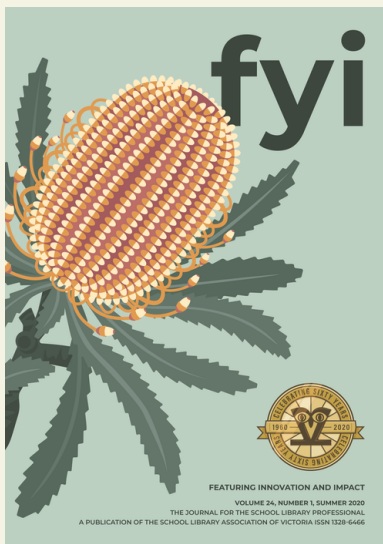


ABOUT US

The School Library Association of Victoria – SLAV – is the professional association for school libraries in Victoria, reaching over 3000 individuals in over 600 schools across the government, independent and Catholic sectors.

Through our range of advertising options, we can deliver your message directly to a keen and interested audience of professionals and the key decision makers in school libraries throughout Victoria.





fyi

FYI is the quarterly print publication from the School Library Association of Victoria.

It aims to provide informative articles on a range of topics that are discussed and set by its Editorial Committee annually. The topics are chosen for their relevance to current issues which concern teacher-librarians, both secondary and primary in public and private schools.

The topics range from technology to literature; from teaching students the information skills they will need in the twenty-first century to developing in students the skills and desire to become lifelong readers.

The journal is published early each term in print and is then also placed on a purpose built website accessible to members.

In 2021 the website version of FYI received 9696 article requests. The print version is sent to all members reaching over 2000 school library professionals.

Full Page 175mm x 205mm - \$400

1/2 Page 175mm x 100mm - \$250

1/3 Page Vertical 17mm x 56mm - \$175

1/3 Page Horizontal 70mm x 205mm - \$175

Journal Insert A4 sheet – \$300



Synergy is recognised as a partially refereed journal. It is published twice a year online only.

By publishing both refereed articles and general articles Synergy brings quality research and discussion to the field and also publishes practical, timely and detailed material.

Synergy has a focus on providing longer articles, overseas content and in-depth reviews of recent publications of relevance to the profession. When first published the journal is closed to SLAV members, with each new edition the previous edition is opened.

During 2022 Synergy recorded 20,362 Article reviews.

Home page banner advertisement, hyperlinked to your online content for a period of six months - \$300





SLAV e Newsletter

Our fortnightly electronic newsletter distributed to approx. 2K highly engaged subscribers. We average between 40% and 50% open rate on our newsletter and can demonstrate excellent content engagement statistics.

We hyperlink to your online content and also share all newsletter content widely across our social media channels.

- Banner advertisement under the masthead on a single newsletter – \$200.
- Banner style advertisement placed in the body of the newsletter - \$100.



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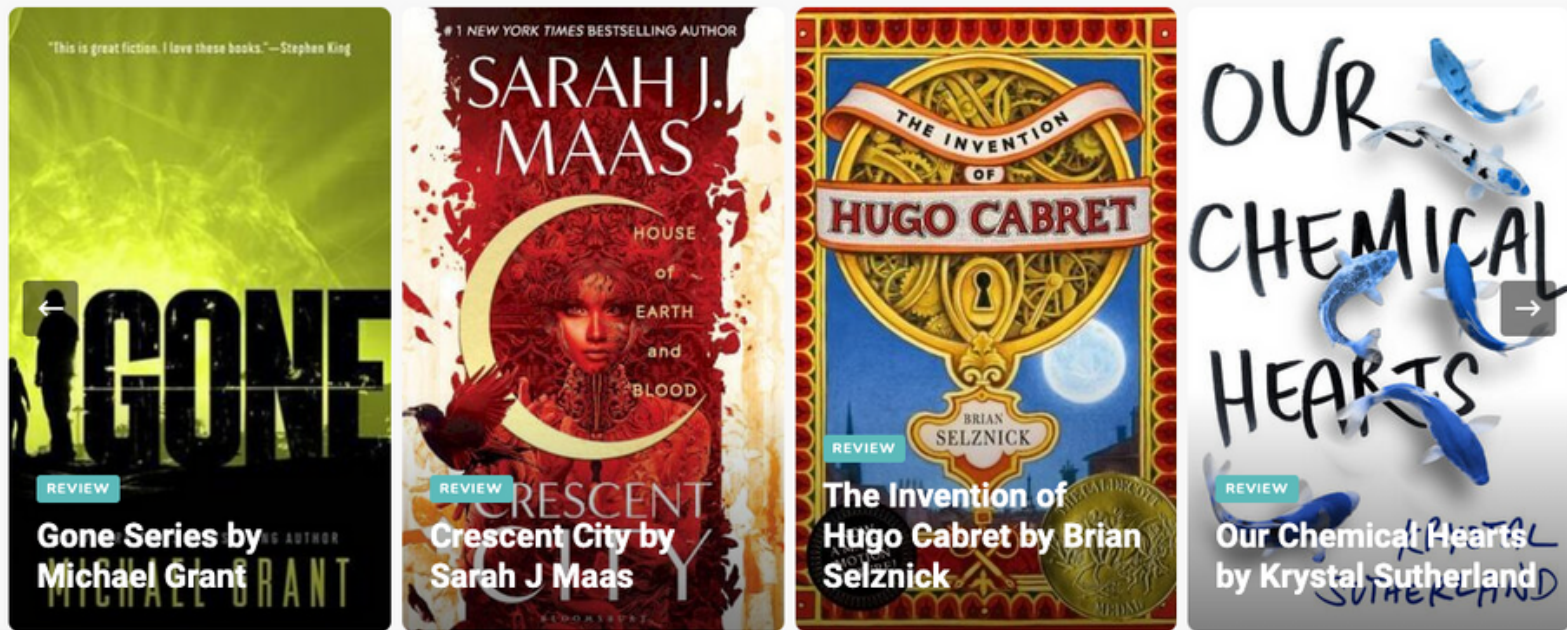
SLAV Website

Our website is a highly trafficked focal point not only for our members, but browsers in general looking for information.

Our statistics tell us we have a significant amount of international visitors to our site, many of them being directed to us by other professional organisations.

Hyperlinked banner in rotating carousel for the period of two months - \$300





SHELFTALKERS

Shelftalkers has it's own social media presence on Twitter and FaceBook and the website averages approx 39K hits per month.

- Hyperlinked image tile for the period of one month - \$150



PACKAGES

We offer bundled advertising options that attract a discount.

- Full page advertisement in FYI and a single-issue newsletter banner - \$400
- Newsletter banner and two-month advertisement on either the SLAV, Synergy or Shelftalkers website - \$300
- Half page advertisement in FYI and a single-issue newsletter banner - \$250



Corporate Membership

This includes two copies of FYI and access to all benefits of SLAV membership. This includes newsletters, access to members' only areas, and discounts on professional learning - and includes one ad of your choice from our range during the year of membership.

Corporate level membership - \$400





Professional Learning Program Sponsorship

A range of SLAV professional learning activities take place across the year.

We welcome you to contact our office to discuss event sponsorship, including sponsorship of participant's conference bags, notepads or pens.

We are always happy to discuss your sponsorship ideas and options.



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