

Booking, payment & material deadline

**16 December 2016**

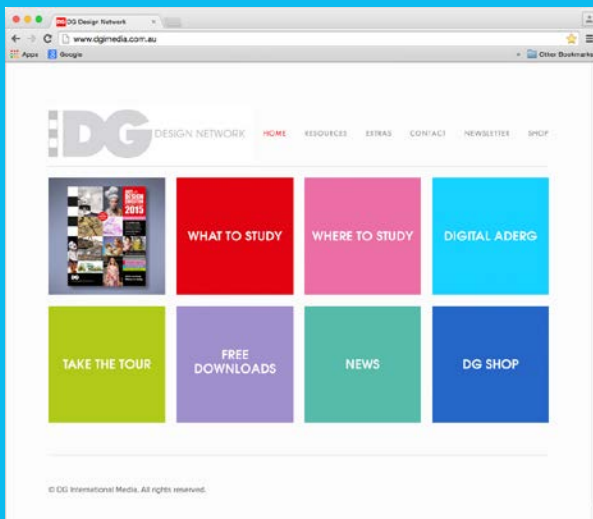
*(no extensions)*

**WHAT TO STUDY  
WHERE TO STUDY**

# Call for Entries

Issued July 2016

Includes Material Specifications (see page 14)



## Book online

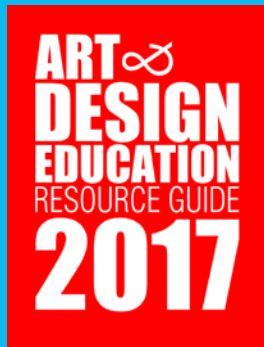
Now you can book pages online at the new DGi Media website.

All pages in the Graduate Showcase enjoy maximum bonus exposure on the new website.

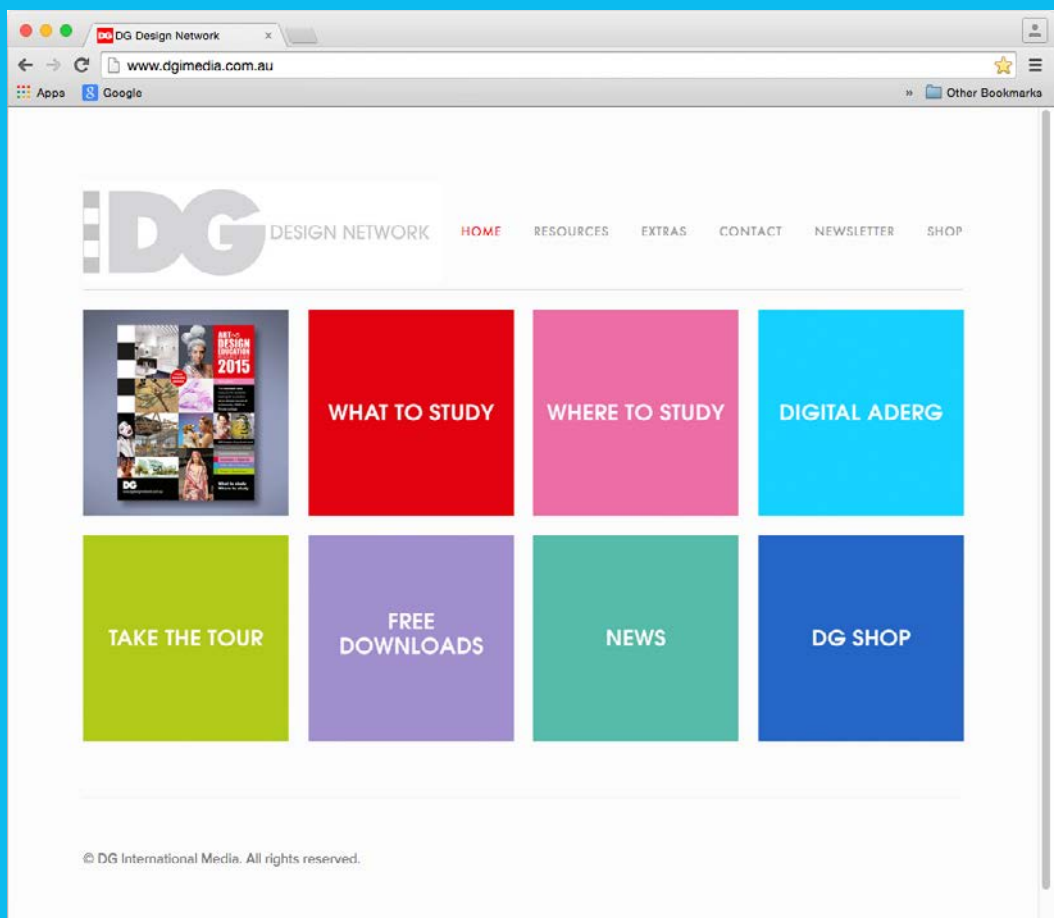
Every page from the book can be downloaded.

Take a look.

**[www.aderg.com.au](http://www.aderg.com.au)**



[www.aderg.com.au](http://www.aderg.com.au)



### **Participation in ADERG offers excellent value for money**

Every page from the *Art & Design Education Resource Guide* (ADERG) is available as a free download on the ADERG website.

That includes all of the Graduate Showcase colour pages, the complete Directory, and all of the Course Selection Charts.

This gives maximum bonus exposure to Career Advisers, Teachers and Students alike.

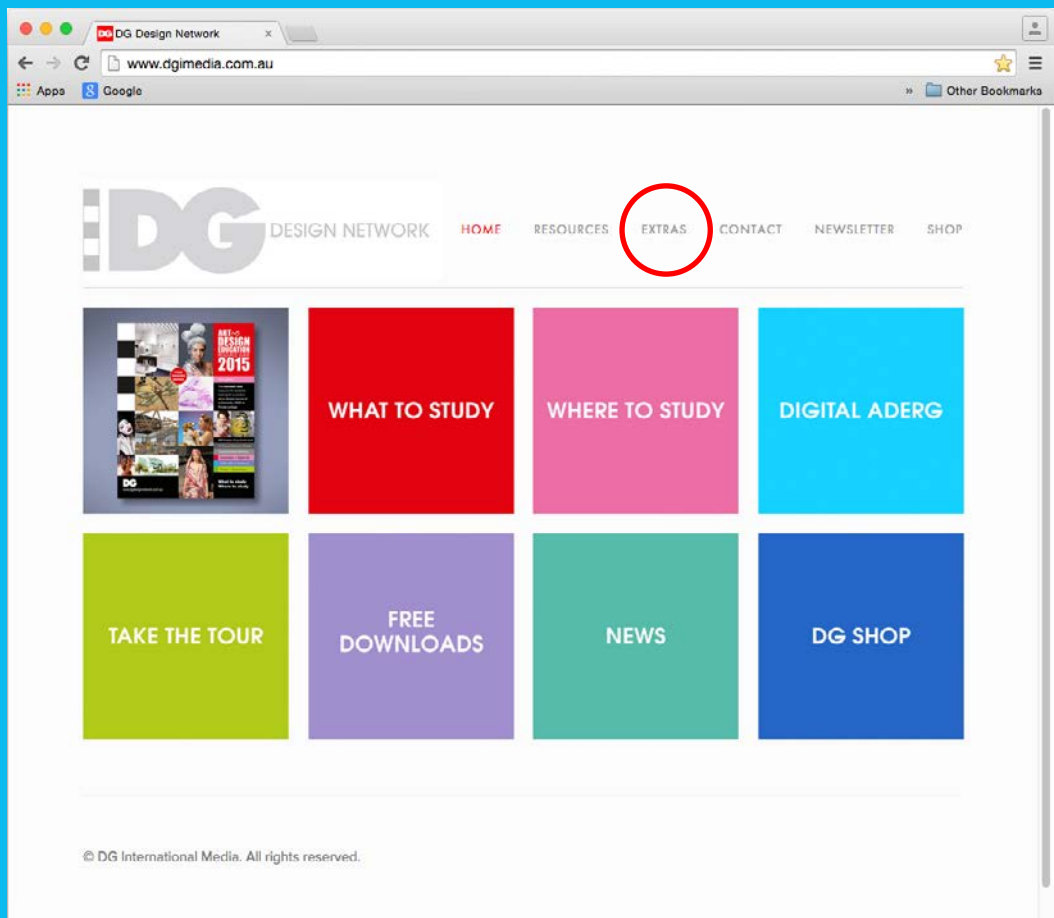


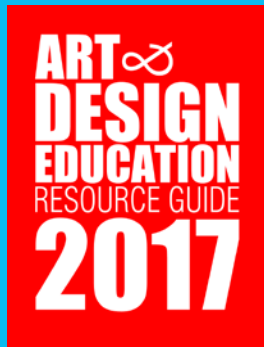
## Booking online

**Bookings for 2017 can now be made online at the ADERG website**

**[www.aderg.com.au](http://www.aderg.com.au)**

Menu item: Extras > For Tertiary Institutions.





## Only one deadline for 2017

### **Booking, payment and material deadline**

**Friday 16 December 2016**

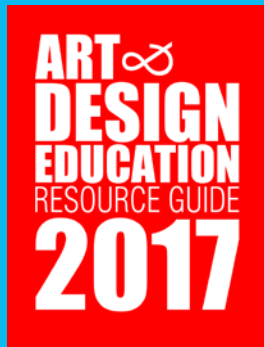
On-time payment discount applies. Payments made after this date will not qualify for the on-time payment discount

In the past, some institutions have kept us waiting before confirming bookings with the result that we have not been able to lock down the imposition. This puts those that have booked at a disadvantage as it jeopardises the publication date. Therefore, bookings not paid for by 31 January 2017 may be cancelled.

As a guide, it is best to place bookings before the end of October, collect material during November, leaving sufficient time for your accounts departments to achieve on-time payment (and get the discount).

**There are no late booking, payment or material deadlines for ADERG 2017.**

DGi Media does not issue monthly statements, nor do we have the facilities to chase payments. The terms are for payment in advance to secure your booking.



## Page cost summary

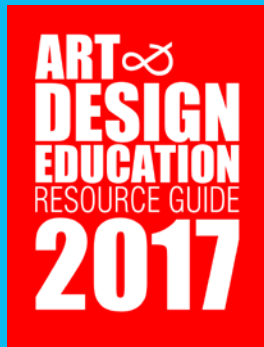
### Rate schedule:

### Graduate Showcase pages in ADERG 2017

### Cost per page:

Base cost	\$2,800
Invoiced at	\$3,388 (inc. gst)
On-time payment rate:	\$3,080 (inc. gst)*

\* The cost per page including gst if paid by 16 December 2016.



## What a booking includes

- In the book**
- **Pages in the Graduate Showcase**  
(with URL in header block and page number cross reference to the Directory)
  - **Inclusion in the section table of contents**
  - **Inclusion in the detailed section table of contents**  
(with subject page references)
  - **Page references highlighted in the Course Selection charts**
  - **Directory entry with logo**  
(with page number cross references to the Graduate Showcase)
  - **Index entry**  
(with page number cross references to the Graduate Showcase and the Directory entry)

- ADERG online**
- Every page from the book can be downloaded free, including ...**
- Graduate Showcase pages
  - Complete colour-coded directory
  - Complete course selection charts
- plus**
- Link to your website in the 'Graduate Showcase' & 'Where To Study' lists
  - Inclusion in 'Where to Study' list for every subject on your Graduate Showcase pages

Visit:

[www.aderg.com.au](http://www.aderg.com.au)



# Booking form

BOOKING  
FORM  
PAGE  
**1**

**All institutions should complete:  
Booking form pages 1 and 2.**

**Institutions placing bookings through an agent  
should also complete Booking form page 4.**

Date \_\_\_\_\_

*Insert number of pages*

**Please reserve me**

pages in ADERG 2017 at \$3,080.00 inc. gst each.

*Check box*

**Free directory entry only**

I will register for a free directory entry only.

**Note:** Bookings will be invoiced at \$3,388.00 (inc. gst) per page to include the late payment fee. Payment by the 16 December 2016 qualifies institutions to a discount that returns the amount to \$3,080.00 inc. gst per page, i.e. \$2,800.00 plus gst.

**Contact details**

Name \_\_\_\_\_

Title/Position \_\_\_\_\_

Faculty/School/Department \_\_\_\_\_

**Terms & Conditions**

Bookings are subject to the Terms & Conditions (see following pages).

Institution \_\_\_\_\_

**Schedule**

Booking deadline:  
16 December 2016

Campus \_\_\_\_\_

Payment deadline:  
16 December 2016

Address \_\_\_\_\_

Material deadline:  
16 December 2016

Telephone (your direct line) \_\_\_\_\_

Publication:  
Mid-July 2017

Facsimile \_\_\_\_\_

ADERG 2017 will be distributed free to all Australian secondary schools that include Year 11 and 12. It is available at the DGi Online Shop.

Email \_\_\_\_\_

I have read and agree to the BookingTerms & Conditions (required)

The Art & Design Education Resource Guide is published annually by DG International Media Pty Ltd  
ABN 93 088 896 155

Signature \_\_\_\_\_

**Art & Design Education  
Resource Guide**

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Ferry Creek  
Victoria 3786 Australia  
Telephone: +61 3 9755 3055  
Facsimile: +61 3 9755 1155  
[www.aderg.com.au](http://www.aderg.com.au)

**Contact**

Colin Wood  
Publisher  
[cwood@dgdesignnetwork.com.au](mailto:cwood@dgdesignnetwork.com.au)



## Booking form

BOOKING  
FORM  
PAGE

2

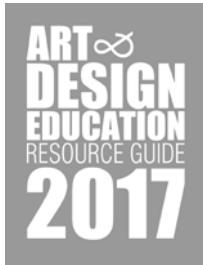
Please indicate which subject groups you wish to book Graduate Showcase pages for, and which will be included only in the Directory.

### How many Graduate Showcase pages?

The basic rule is that you book one page per subject group. Some closely related subject groups can appear on the same page (see next page for a list of eligible pairings).

Subject groups	Book Graduate Showcase pages	Directory Entry Only
Visual Communication	<input type="checkbox"/>	<input type="checkbox"/>
Digital Media	<input type="checkbox"/>	<input type="checkbox"/>
Information Technology	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>
Design & Colour	<input type="checkbox"/>	<input type="checkbox"/>
Built Environment	<input type="checkbox"/>	<input type="checkbox"/>
Industrial Design	<input type="checkbox"/>	<input type="checkbox"/>
Arts	<input type="checkbox"/>	<input type="checkbox"/>
Metalsmithing	<input type="checkbox"/>	<input type="checkbox"/>
Fashion & Textiles	<input type="checkbox"/>	<input type="checkbox"/>
Hair & Beauty	<input type="checkbox"/>	<input type="checkbox"/>
Film/Television/Audio	<input type="checkbox"/>	<input type="checkbox"/>
Performing Arts	<input type="checkbox"/>	<input type="checkbox"/>
Display & Events	<input type="checkbox"/>	<input type="checkbox"/>
Media & Communication	<input type="checkbox"/>	<input type="checkbox"/>
Museums & Cultural Heritage	<input type="checkbox"/>	<input type="checkbox"/>
Administration/Education	<input type="checkbox"/>	<input type="checkbox"/>





## Booking form

BOOKING  
FORM  
PAGE

3

## Subject groups

Visual Communication  
Digital Media  
Information Technology (IT)  
Built Environment  
    Architecture  
    Interior Design  
Industrial Design  
Photography  
Fine Arts  
Design  
Metalsmithing  
Fashion & Textiles  
Hair & Beauty  
Film/Television/Audio  
Performing Arts  
Display & Events  
Media & Communication  
Administration/Education

### ELIGIBLE SUBJECT GROUP PAIRINGS

- Visual Communication & Digital Media
- Digital Media & Information Technology
- Visual Communication and Photography
- Built Environment & Industrial Design
- Built Environment & Interior Design
- Interior Design & Display/Events
- Fine Arts & Metalsmithing
- Film/Television/Audio & Performing Arts

### NOTES:

Fine Arts cannot be paired with other subject groups.

Photography may be paired with other subject groups in certain circumstances.

Special pairings may be permitted under exceptional circumstances, but should not be expected, and the Publisher's decision is final.

**Bookings through an advertising agency**

If an institution chooses to have a third party such as an advertising agency place bookings on its behalf, it is necessary for the institution to assume responsibility for the payment, **including observance of the payment amount, the payment schedule and the payment deadline**. If the third party fails to pay, or fails to pay within the terms and conditions, the institution must undertake to make the payment or the balance of the payment within thirty (30) days of the payment deadline. Any late fees and/or interest that are incurred, but not paid, by a nominated third party (including an advertising agency) will become the responsibility of the institution.

**Declaration**

Name of institution . . . . .  
 authorises (third party) . . . . .  
 . . . . .  
 . . . . .  
 . . . . .

to place bookings for ADERG 2017 on our behalf

This institution accepts responsibility for all payments due to DGi Media for the Art & Design Education Resource Guide 2017 in relation to bookings placed on its behalf.

Authorised officer:

Name . . . . .

Title . . . . .

Signature . . . . .

Date . . . . .

Phone . . . . .

Email . . . . .

## Important notes for ADERG 2017

**No late deadlines >** There are no late deadlines for booking, payment or material. The only deadline is Wednesday 16 December 2015.

**Agency bookings >** We prefer that you do not use an advertising agency to place your booking. But, if you must use an agency, please ensure that they are aware of the payment deadline as late payments will not be accepted. Also, there are some agencies that we will not accept bookings from because they have repeatedly caused us problems in the past.

**Material >** Material must be sent on a disc or USB memory stick. We do not accept material sent by an FTP transfer service.

Please send all of your material at once: images, captions, text for Graduate Showcase pages, updated logos.

**Image captions >** Image captions have been regularised to suit the ADERG book as well as captions for social media. Therefore it is necessary to supply captions according to the ADERG format. A special form outlining the new format will be issued in due course.

## Booking Terms & Conditions

**Payment is for the print edition.  
It is not possible to book only for the online elements.**

### **Page rate per Program/Course** (per page)

The base page rate is AUD \$2,800 plus gst (\$3,080.00 inc. gst) when paid by **16 December 2016**.

### **Invoicing**

Bookings will be invoiced at \$3,388.00 (inc. gst) per page to include the late payment fee. Payment by 16 December 2016 qualifies institutions to a discount that returns the amount to \$3,080.00 inc. gst per page, i.e. \$2,800.00 plus gst.

### **Groups of Subjects**

Each Group of Subjects is regarded as one Program/Course, and therefore one 'entry' (one page) in the Graduate Showcase. Subject pairings will be considered as long as they are related subjects (see the list of eligible pairings in the booking form, page 3) and offered in the same Faculty/School/Department *at the same campus*. Custom groups are granted at the Publisher's discretion.

**Approval for the inclusion of subject groups on an individual page is not automatic. Applications must be submitted to the Publisher and approved before they can proceed.**

### **Campuses**

There are limitations on the number of campuses that can be listed on colour pages.

### **Permissible material for publication**

All material must be new to ADERG each year, and it is preferable that the work has been completed in the past twelve months. No image should be repeated from previous years.

### **Design and artwork**

All page design and art is carried out by the Publisher. You are not required to supply finished art. Proofs are supplied for you to check for text errors such as the spelling of students' names. Proofs are not supplied for you to have second thoughts about the material you have supplied.

### **Pre-payment required to confirm bookings**

It is a condition of entry that pre-payment (received by the Publisher) is required to confirm bookings. Payment to an agent or other third party is not deemed to be payment to the Publisher.

If payment is not received by the payment deadline, or at another time as specified by the Publisher, the booking may be deemed not to be confirmed, and the Publisher will be under no obligation to continue with the booking.

If an institution is paid to a third party (such as an agency), but not received by the Publisher by the payment deadline, then the late payment fee will be payable.

### **Advertising agents**

The 'paid for' pages are not 'advertisements' per se. For almost all bookings, we deal with the institutions directly. There is no provision in the pricing structure to accommodate agency commission nor to automatically conform to agency payment schedules.

**Payments can be made 45 days from date of invoice as long as the payment reaches DGi Media before the payment deadline.**

Those institutions that use advertising agencies should make their own arrangements to pay a service fee to their agents. Also, advertising agents must abide by the pre-payment condition to confirm bookings. Agreeing to these terms and conditions extends the obligation to your agents to abide by the terms and conditions.

If the institution pays an agent or other third party, but payment is not received by the Publisher by the payment deadline, the booking may be deemed not to be confirmed, and the Publisher will be under no obligation to continue with the booking.

It is the responsibility of the Client (the institution) to ensure that payment is made by the Client's agent or other third party in accordance with these Terms and Conditions.

## Limitations on the regional extent of bookings

Bookings for Graduate Showcase are limited as follows:

A booking is for a single university or college (hereinafter called an “institution”). An institution may have several campuses. The Publisher reserves the right to decide on the maximum number of campuses that may be included in any particular booking.

It is not possible to include an entire State education system (such as a statewide TAFE/VET system) in a single booking.

In some cases, in regional areas (outside the major metropolitan cities) bookings may be made for a collection of colleges that comes under a “region” that has a distinct and unique name, usually with its own website. Due to the ongoing changes to regions and other groupings, the Publisher’s decision on eligibility is final.

## Direct deposit

Payment by direct deposit is preferred.

Please remember to send a remittance advice by email or fax.

Account: DG International Media Pty Ltd  
BSB: 013-457  
Account: 490855887

Please send remittance advice to:

Mail DG International Media  
PO Box 10  
Ferry Creek  
Victoria 3786  
Fax 03 9755 1155  
Email cwood@dgdesignnetwork.com.au

Please do not send remittance advices to any other email address.

## Credit cards

Payments by Visa or Mastercard credit cards are subject to a service fee of 2.0%.

## What does payment cover?

Institutions pay solely for inclusion in the print edition, and publication of the print edition satisfies the obligation of the publisher.

All related promotional activity that may include, but is not limited to, advertising, newsletters, direct mail, online editions, smart phone or tablet versions may be provided as free bonus items. The specifications or timing of any bonus items are subject to change without notice and are provided at the sole discretion of the publisher.

## No late material deadline

Please note that the deadline for bookings, payments and material is 16 December 2016.

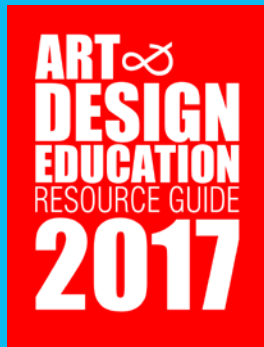
There are no late deadlines.

If material is not received by the material deadline, bookings may be cancelled or modified at the discretion of the publisher.

## Cancellations and refunds

In the event of a cancellation prior to 16 December 2016, the publisher will charge or retain \$500 (inc. gst) per page booked.

In the event of a cancellation on or after 16 December 2016, no refund will be available.



Booking, payment & material deadline

**16 December 2016**

*(no extensions)*

**WHAT TO STUDY  
WHERE TO STUDY**

# Material specifications

July 2016

## **WHAT IS ALLOWED?**

The images in the Graduate Showcase form a showcase of recent graduate work. That is, the most recent graduate work.

All of the images must be new. You may not repeat images that we have published in a previous edition of ADERG.

The colour pages are not a series of “advertisements” and you do not need to supply finished art. You supply the images, captions and text only.

We allow a maximum six images per page. It is not permissible to use a single image as the colour pages are a showcase of graduate work.

Images must be of a single item (not a composite of several images). A single image of a group of items may also be difficult to incorporate. Composite images are discouraged (such as showing several views of a single project or a range of designs based on a theme).

We acknowledge that audio and video production are the most difficult to picture, with images of production facilities being the easiest to source. We prefer to have images from finished productions rather than the tools of trade. However, one image on a page can be used to showcase a special facility, studio, theatre or similar.

While it may be appropriate to include a student with their work in a picture, ADERG does not publish whole pages devoted to smiling, happy students.

## **DO**

### **Material must be submitted in a single bundle.**

Use new images of your most recent graduate work. You may not use images that we have published before.

Label all images according to the specified convention (see below). Images sent without the student's name and the name of the institution can be misfiled, lost or deleted accidentally.

PLEASE FOLLOW THE NEW CAPTION FORMAT AS THE TEXT WILL BE USED IN THE PRINTED PUBLICATION AND THE ADERG SOCIAL MEDIA PROGRAM.

Divide images into folders with subject names. Number the folders if you want them to appear in a particular sequence.

Submit your complete material for the Graduate Showcase on a disc or USB memory stick. Directory text may be emailed.

Send TIFF or PSD files; not JPEGs. Minimum 10Mb each (except for screen grabs which should not be resampled).

Make sure every image has a colour profile (preferably sRGB). If your images are available only as CMYK, let us do the conversion to RGB.

## **DO NOT**

### **Please do not send material in several stages; send it all together.**

DO NOT LOCK IMAGES. They need to be edited in production.

Do not email images.

Do not send small, low-res JPEGs. (We prefer high resolution TIFF or PSD files.)

Do not upsample screen grabs.



## WORDS FOR THE DIRECTORY

### You supply:

- Updated text for the directory

### Word counts for directory entries

- Institution introduction 60 to 120 words
- Subject description 60 to 120 words
- Award description 60 to 120 words

### Extras for those taking Graduate Showcase pages

- Brief introductory/descriptive paragraph 30 words
- "New for 2017" 60 words max.

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## PICTURES FOR GRADUATE SHOWCASE PAGES

### You supply:

- 6 x hi-res images in RGB colour space per page (sRGB preferred).  
10Mb preferred per image, sRGB profile, TIFF or Adobe Photoshop format.  
Please try not to supply JPEGs.
- Captions for the images supplied as a text file in the ADERG format.

### Image file names

- All images should be named and numbered (see below) and captioned in a separate text file.
- Captions should include:  
Title of piece (or short generic description, e.g. "Poster")  
Student name  
Course reference, e.g. "Industrial design".  
CAPTIONS MUST BE SUPPLIED ACCORDING TO THE ADERG CAPTION FORMAT  
(See next page)

### Example of an image file name

- The format is: Institution-Subject-Number indicating importance-Student name.  
Such as:
- **metrouni-viscomm-1-studentname.tif**  
IN THIS WAY, IMAGES SORT THEMSELVES IN A USABLE MANNER.  
Image titled, e.g. "Image 1 etc." get lost or overwritten by others.

## Image caption

Format specifications

### **CAPTION TEXT MUST BE SUPPLIED AS A DIGITAL TEXT FILE** (all captions in one file)

This caption information may be used in a social media posting as well as the print edition.

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### **SOCIAL MEDIA LINKS - Common to all captions**

Supply this information once only.

Website URL

Facebook

Twitter

Pinterest

Instagram

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### **IMAGE CAPTION FORMAT**

**Image file name\*** (see previous page)

**Title/Description of work\***

**Student name\***

School/Faculy/Dept

**Subject\***

Image credit/Photographer

**\* Required**

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### **SOCIAL MEDIA LINKS - Specific to this caption only**

These hashtags will probably be for the subject rather than this student's work.

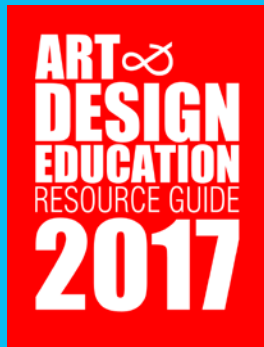
Facebook

Twitter

Pinterest

Instagram

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