



Orienteering 'event rates' for advertisements.

(effective June 2006)

'Event rates' for advertising Orienteering events in *The Australian Orienteer* are generally less than half the commercial rates for colour advertisements and about half the commercial rates for B&W. The extra cost for colour over B&W event advertisements is minimal and has become possible now the magazine is printing more colour sections.

For full details of space available, actual dimensions in mm, and for mechanical specifications, see the commercial advertising Rate-Card. 'Event rates' for advertisements are:

Space	Rate mono	Rate colour
Full page, with/without bleed	\$385	\$450
3/4 page	\$320	\$370
½ page across or upright.	\$210	\$245
¼ page across or upright	\$115	n. a.
6x8cm with min. details (colour or B&W depending on available space)	\$50	\$50
Pre-printed inserts, A3 folded to A4	\$250	

Example - suggested schedule for a major event:

For AUS Champs Carnival - you can adapt this for your own event(s).

Issue	Space size	Main message	Space cost
Sept.	¼ page mono	Next year...! Event centre and map of locations	\$115
Dec.	Full page colour, + advertorial in Top Events section.	Full details General background to event.	\$450 nil
March	Full page colour Insert	Repeat Entry form etc	\$450 \$250
June	¼ page mono	Be quick, entries close (date)	\$115
TOTAL			\$1380

Total space costs shown are \$1380. The magazine reaches about 5000 orienteers, so *cost of this comprehensive schedule is less than 28c each individual*. You will need to cost the advertising schedule into your event budget.

All bookings to:

Michael Hubbert, Editor, *The Australian Orienteer*, PO Box 165, Warrandyte, Victoria 3113, Australia. Phone/fax: 03 9844 4878 (business hours), email: mikehubbert@ozemail.com.au

Electronic advertisement files direct to the art director cusworth@netspace.net.au

Note –

1. A charge may be made for work by the Art Director on event advertisements other than straight dropping into the page.
2. Continuity rate discounts are not applicable for event advertising which is already discounted.
3. Insert costs may vary depending on size and weight. We normally need 2100 copies - we confirm near publication date. Inserts are available on a per State basis with cost adjustment.