

Advertising ratecard

effective December issue 2003

The Australian Orienteer is the national magazine of Orienteering Australia.

The magazine is delivered direct to all members' homes in all states.

Published four times a year: first of March, June, September, December.

The magazine reaches more than five thousand registered orienteers, so cost of a full page colour is less than 20 cents per reader.

Advertising Rates (inc GST) per insertion from digital files

Format is two or four columns per A4 page (210 mm x 297 mm)

SIZE - Type area	WIDTH mm	DEPTH mm	RATE MONO	RATE COLOUR
Full Page no bleed	190	277	\$770	\$990
Full Page plus bleed (3 mm)	216	303	\$770	\$990
3/4 page upright	190	201	\$620	\$780
1/2 page across	190	134	\$415	\$535
1/2 page upright	95	277	\$415	\$535
Half x 2 columns (1/4 page)	92	134	\$230	n.a.
1/4 page across	190	67	\$230	n.a.

Continuity discount. Four advertisements (all same size) in consecutive issues: the fourth advertisement will be half price.

Inserts: quoted on sight of dummy.

10% commission is payable to recognised advertising agencies.

Orienteering events: special reduced rates for non-commercial events. Contact our office for details.

Production requirements

Completed artwork should only be supplied in the following formats:

- QuarkXPress (Version 4 preferred)
- Adobe Illustrator (type to be converted to outlines)
- 300 dpi TIFF or EPS files
- 300 dpi "press optimised" PDF file

Please also supply a proof.

Note: "Word" files need to be reformatted and will therefore incur a production charge.

Design service: Ads can be designed and prepared suitable for inclusion. Contact the Art Director, Peter Cusworth Ph 03 5968 5254 or cusworth@netspace.net.au

Deadline

Complete material, first of month prior to cover date. Material requiring setting, five weeks prior.

All bookings to:

Ian Baker, The Australian Orienteer, PO Box 294, Black Rock, Vic. 3193. Phone/fax 03 9598 0215 (business hours), email ianb@netspace.net.au

Submitting advertising material

Send electronic files direct to cusworth@netspace.net.au

or mail CD to Peter Cusworth, 8 View Street, Avonsleigh VIC 3782

Note - 1. A charge may be made for work on advertisements other than straight dropping into page. **2.** Insert costs may vary depending on size and weight. We normally need 1900-2000 copies; we confirm near publication date. Inserts are available on a state basis with cost adjustment. **3.** Orienteering event advertising is published at discounted rates, ask for details. Continuity rate discounts are not applicable to event advertising.