

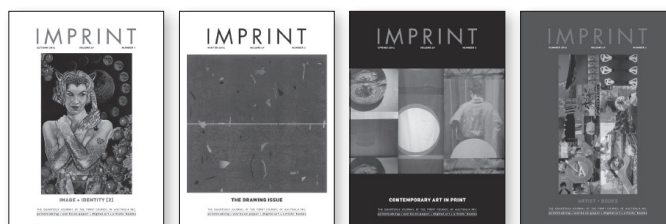
2016 Advertising schedule

issue	booking	artwork due
March / Autumn	21 January	28 January
June / Winter	21 April	28 April
September / Spring	21 July	28 July
December / Summer	20 October	27 October

Advertising rates

advertisement size	per issue	per 4 issues
Full page colour	\$1,223	\$1,103
Full page b+w	\$693	\$651
1/2 page colour	\$819	\$772
1/2 page b+w	\$467	\$425
1/4 page colour	\$452	\$410
1/4 page b+w	\$257	\$231
1/6 page ad colour	\$263	\$242
1/6 page ad b+w	\$158	\$142
1/8 page ad colour	\$226	\$205
1/8 page ad b+w	\$126	\$116
Small space colour	\$126	NA
Small space b+w	\$84	NA

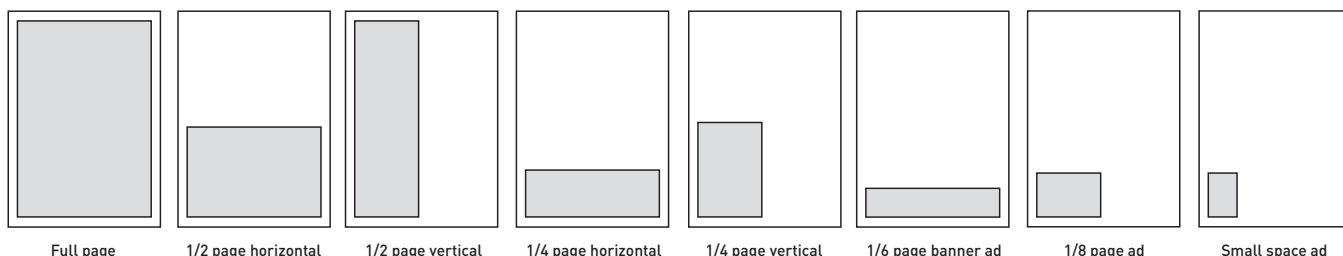
All prices include GST



Specifications

mechanical details	(h x w) type/mm
Full page *	279 x 192 (no bleed)
1/2 page horizontal	135 x 192
1/2 page vertical	279 x 92
1/4 page horizontal	64 x 192
1/4 page vertical	135 x 92
1/6 page horizontal	40 x 192
1/8 page vertical	64 x 92
Small space ad	64 x 41

magazine dimensions	
Trim size	297 x 210
Bleed size *	303 x 216



Inserts

	per issue
Australia-wide	\$525
One state only	pro rata

Printed by advertiser and delivered to IMPRINT mail house two weeks prior to publication date.



PCA Y.O.P. e-newsletter advertising

Emailed monthly to PCA membership.
\$60 members \$120 non members
(workshops, calls for artists, print exchanges).
Email text and JPEG of image (if applicable)
by last Thursday of every month to
imprintadvertising@printcouncil.org.au

Print ready artwork

All artwork is to be supplied as a high resolution PDF file with fonts embedded/outlined, 300 dpi. Crop and bleed marks if applicable. A proof (laser print) of the advertisement. Without a hard copy we cannot guarantee accurate print reproduction. Indicate dimensions/size of advertisement booked. For black and white advertisements ensure PDF file supplied is greyscale. Colour advertisements are to be supplied in CMYK format.

Additional charges

If you are unable to supply artwork for advertising, please ask about IMPRINT's low-cost design services. Additional charges also apply for changes to existing artwork.

Send material to – Print Council of Australia Inc

PO Box 2949, Fitzroy Vic 3065 or email to imprintadvertising@printcouncil.org.au

p: +61 3 9416 0150 f: +61 3 9416 0151 www.printcouncil.org.au

