

Advertising deadlines



Advertising Deadlines

Issue	Booking deadline*	Material due*	PDF & Disc Due	On sale
47/3 Autumn	6th November	13th November	20th November	March 2010
47/4 Winter	5th March	19th March	26th March	June 2010
48/1 Spring	4th June	11th June	25th June	September 2010
48/2 Summer	3rd September	17th September	24th September	December 2010

* All dates subject to change (within a week)

Insert Deadlines (Please contact A&A)

Issue	Booking deadline*	Material due*	PDF & Disc Due	On sale
47/3 Autumn	6th November	13th November	20th November	March 2010
47/4 Winter	5th March	19th March	26th March	June 2010
48/1 Spring	4th June	11th June	25th June	September 2010
48/2 Summer	3rd September	17th September	24th September	December 2010

* Supplied print ready material

Art Directory Deadlines

47/3 Autumn 2010	30th October 2009			March 2010
47/4 Winter 2010	26th February 2010			June 2010
48/1 Spring 2010	28th May 2010			September 2010
48/2 Summer 2010	27th August 2010			December 2010







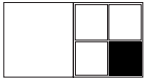
* All dates subject to change (within a week)

Advertising enquiries and bookings

Karen Brown Advertising & Trade Manager
Art & Australia Pty Ltd
karen.brown@artandaustralia.com.au
11 Cecil Street, Paddington NSW 2021, Australia
Direct: (02) 8353 1208 Tel: (02) 9331 4455 Fax: (02) 9331 4577
www.artandaustralia.com.au
www.artandaustralia.com.au/art_directory.asp

Advertising rates

Specifications

Ad size	Trim Size	Rate	\$ Price all rates GST inc.
Double page 	242 x 450 mm	Standard Rate Contract x 4 issues	\$4500 \$4100
Full page colour 	242 x 225 mm	Standard Rate Contract x 4 issues	\$2800 \$2300
1/2 page colour 	Horizontal 107 x 205 mm Vertical 218.5 x 100.5 mm	Standard Rate Contract x 4 issues	\$1500 \$1300
1/2 page mono 	Horizontal 107 x 205 mm Vertical 218.5 x 100.5 mm	Standard Rate Contract x 4 issues	\$1000 \$900
1/4 page colour 	100.5 x 107 mm	Standard Rate Contract x 4 issues	\$920 \$750
1/4 page mono 	100.5 x 107 mm	Standard Rate Contract x 4 issues	\$700 \$600
1/4 page mono (Regional section) 	100.5 x 107 mm	Standard Rate Contract x 4 issues	\$550 \$500
Online advertising	165 x 100px (72dpi .jpg or .gif or .fla with link to your website design and Layout by A&A (if required))	3x months or pro rata	\$560
Inserts	Starts from \$3500, please call A&A to discuss		
Design Fees	standard rate		\$300
	proof		\$125
	changes to final artwork		\$125

Advertising rates

Museum & gallery listing rates

	Rate	\$ Price
Short listing		
	4 issues	\$220
	8 issues	\$360
	Casual single (max. 20 words after address)	\$90
Long listing		
	4 issues	\$420
	8 issues	\$700
	Casual single (max. 60 words after address)	\$140
Extra Long listing		
	4 issues	\$500
	8 issues	\$850
	Casual single (max. 100 words after address)	\$140
Illustrated listing (B+W only)		
	per issue	\$110
	Short listing with illustration (4 issues)	\$560
	Long listing with illustration (4 issues)	\$780
Supplements and inserts		
	(At individual project rates)	
	(All prices in Australian dollars and include GST)	

Bookshop listing rates

	Rate	\$ Price
Prices are per insertion		
	4 issues	\$1080
	8 issues	\$2100
	Casual single	\$320
	(max. 60 words after address)	

ARI advertising rates

Specifications

Ad size	Trim Size	Rate	\$ Price all prices GST inc.
Full page colour 	242 x 225 mm	Standard Rate	\$1500
1/4 page colour or mono 	100.5 x 107 mm	Standard Rate	\$450

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Artwork requirements

Ads to be designed by A&A

Clients are required to supply:

- Professionally produced pre press proofs of images.
- A design brief and final copy (not hand written).
- Digital scan at 300dpi full size or a transparency (one only) of professional quality, preferably 4 x 5 or 120 format.
- Any logos required. These logos are to be supplied as high-resolution (1200dpi for scanned lineart) TIFF or EPS formats.

The client will receive:

- A colour PDF (low-resolution) of their advertisement for layout approval prior to colour separations.
No colour proofs will be issued.
All materials will be returned upon completion of production.

Print ready ad artwork supplied by Client

If supplying print ready material the client is responsible for proofing and colour checking their own advertisement. This is best checked by the client via a professionally produced pre press proof* that is then sent to Art & Australia along with the PDF for reference. The client is responsible for correctly setting up the file to the specifications below.

As pagination is only guaranteed for loading pages, clients are advised to supply both right and left hand page designs.

*a professionally produced pre press proof is an inkjet reproduction properly calibrated and colour profiled for accuracy, ICC colour profile curve managing their colour output.

Format required

Client is responsible for supplying:

- PDF files to be supplied as high-resolution (300dpi), press ready files with all fonts embedded, trim marks and 5mm bleed areas included.
- Print ready PDF (preferred), Adobe Illustrator, Adobe IndesignCS2.
- Text based ads created in Adobe Photoshop are not recommended.
- Artwork to be supplied on CD or sent via email to the Advertising Manager.