

ADVERTISING RATE CARD
Australian Podiatry Association (Vic.) Newsletter
2011 - 2012

CIRCULATION / READERSHIP

750 6 issues per year **2011** July, September, November
2012 February, April, May

Registered Podiatrists (in both public and private practice) and their support staff as well as academics, students, and other health professionals and interested persons in Victoria and southern New South Wales

DETAILS

20 page newsletter, A4 size, colour cover and back, black and white text, 115gm matt art
 Colour advertising (on front inside cover and inside and outside rear cover) 150gsm gloss art

DISCOUNTS AND PRICES

All prices quoted are GST exclusive

Classified advertisements up to 100 words are free of charge for current APodA (Vic.) members
 Members of the Australian Podiatry Association, receive a 20% discount on all quoted prices for display ads or inserts

APodA(Vic.) Sponsors receive a 20% discount on all quoted prices

Preferred providers will receive a 10% discount on all quoted prices

DISPLAY ADVERTISING

	Printed	6 Issues	Casual	Email	6 Issues	Casual
COLOUR						
Internal (inside of front and rear cover)		\$7,150	\$1,430		\$4,950	\$990
External (rear cover)		\$8,250	\$1,650		\$5,500	\$1,100
GREYSCALE						
		Casual	6 Issues			
Full page		\$880	\$4,400		\$3,300	\$660
Half page		\$550	\$2,750		\$1,650	\$330
Quarter page		\$330	\$1,650		\$550	\$110
Classified (100 words)		\$121	(also included on our web site)		-	\$55

Deadline of receipt of Artwork: by 20th of month preceding advertising issue

LOOSE INSERT	Casual	6 Issues
(Collated max weight 50g)	\$990	\$4,950
Not for profit organisations	\$660	\$3,300

Deadline: 15th of month preceding Newsletter publication date

**Delivery Address: i2 Graphics, Level 2, 700 High Street, Kew
 (mark for Podiatry Association mailing)**

DATA SPECIFICATIONS

Type area	277 x 190mm	All artwork to be provided as a print ready PDF with high quality graphics Min resolution 300dpi
Trim size	A4 297 x 210mm	
DPS (trim Size)	420 x 297 mm	Material to be supplied via email (if less than 5Mb) or CD
DRS (Type area)	400 x 277 mm	
Bleeds	3mm each o/s edge	
1/2 page (H) trim	210 x 148mm	All artwork to be supplied in CMYK
1/2 page (V) trim	297 x 105 mm	
1/4 page trim	148 x 105mm	

FOR ADVERTISING ENQUIRIES AND BOOKINGS CONTACT

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