

TRIPLE R TRIP MAGAZINE ADVERTISING AGENCY RATE CARD

RATES INCLUDE COMMISSION



**BONUS TRIPLE R E-NEWSLETTER BUTTON
WITH EVERY FULL PAGE BOOKED*
SENT TO OVER 4500 SUBSCRIBERS WEEKLY**

RADIOTHON EDITION 2010



PUBLICATION

Radiothon Edition 2010

AD BOOKING DEADLINE

Friday 18 June

AD ARTWORK DEADLINE

Monday 5 July

PUBLICATION DATE

Friday 6 August

TO ADVERTISE CONTACT

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POSTAL ADDRESS

Triple R Broadcasters

PO Box 2145

Brunswick East 3057



FULL PAGE AD

Trim (WxH)

220 x 210mm

3mm bleed (WxH)

226 x 216mm

Live type area (WxH)

204 x 194mm

8mm from trim

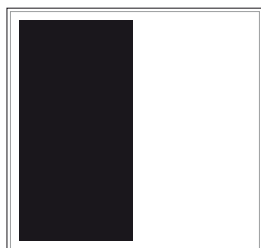
4 colour

\$1,450 (plus GST)

PREFERRED POSITIONS

OBC \$1,810 (plus GST)

IFC, IB \$1,595 (plus GST)



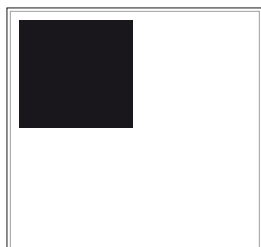
HALF PAGE AD - VERTICAL

No bleed (WxH)

100 x 194mm

4 colour

\$860 (plus GST)



QUARTER PAGE AD

No bleed (WxH)

100 x 95mm

4 colour

\$395 (plus GST)



STRIP AD

No bleed (WxH)

204 x 30mm

4 colour

\$250 (plus GST)

Cancellation deadline is equivalent to booking deadline. A full cancellation fee will apply after this date.

SUPPLY OF ADVERTISING MATERIAL (PC OR MAC)

Material can be emailed as a PDF file created using the specifications described below:

—Fonts must be outlined or embedded

—Advertisements must be supplied with a colour laser proof at 100% of size.

—Before saving file as a PDF, ensure all images and spot colours are processed CMYK (not RGB, lab colour or indexed colour).

—Files to be supplied at a minimum of 300 DPI.

—Please supply a colour laser of artwork to Kate Blanchfield.

Advertisements not adhering to this specification will not be accepted.

PLACING FILES

Every file placed within postscript must be either a TIFF or an EPS (no JPEG or PICT) and be CMYK. Rotations should be exact for example 90 degrees, 180 degrees.

TIFF files should have no LZW compression.

TIFF files placed in Quark Xpress should have white as the background colour to prevent jagged edges in highlights.

PROOFING

—A colour laser (composite proof) must be supplied with electronic file

—A colour laser must accompany any files which need to be resupplied

—Proofs must be sized at 100%

ACCEPTED MEDIA TRANSPORT

—CD / DVD ROM

—Email tripmag@rrr.org.au (maximum 5mb)

Please ensure to post a colour proof to Kate Blanchfield PO Box 2145 Brunswick East 3057

***Must be used before December 2010.**