



## Advertising ratecard

effective December 2014

"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:- 1st. of March, June, September, December.

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

### Advertising Rates (incl. 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	\$250
1/4 page across	190	67	\$230	\$250

**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:

- InDesign
  - Adobe Illustrator (type to be converted to outlines)
  - min 300 dpi TIFF or EPS files
  - min 300 dpi "press optimised" PDF file
- Please also supply a proof.

**Note:** "MSWord" 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 - tel: 0409 797 023 or e-mail: pcusworth53@gmail.com

### Deadline

Approved artwork - 1st. of month prior to cover date.  
Material requiring setting - five weeks prior.

### All bookings to:

Mike Hubbert, *The Australian Orienteer*, PO Box 165, Warrandyte, VIC. 3113, Australia. Tel: (03) 9844 4878  
e-mail: mikehubbert@ozemail.com.au

### Submitting advertising material

Send electronic files direct to Art Director:  
email: pcusworth53@gmail.com  
or mail CD or USB stick to Peter Cusworth,  
21 Rendcomb St., Kilsyth South, Victoria 3137

**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 2000 - 2200 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 Orienteering event advertising.