



IMPRINT

artists books + digital art + paper art + printmaking

2010 Advertising Schedule

issue	booking	artwork due
March/Autumn	29 January	5 February
June/Winter	7 May	14 May
September/Spring	6 August	13 August
December/Summer	5 November	12 November

advertising rates	per issue	per 4 issues
Full page colour	\$1,165	\$1,050
Full page b+w	\$660	\$620
Half page colour	\$780	\$735
Half page b+w	\$445	\$405
Quarter page colour	\$430	\$390
Quarter page b+w	\$245	\$220
One-sixth page colour	\$250	\$230
One-sixth page b+w	\$150	\$135
Eighth page colour	\$215	\$195
Eighth page b+w	\$120	\$110
Small space ad (b+w – price includes layout)	\$65	–

All prices include GST

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.

inserts

Australia-wide

per issue

\$500

One state only

pro rata

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

mechanical details	(hwx) type/mm	bleed/mm	trim/mm
Full page	257 x 185	303 x 216	297 x 210
1/2 page horizontal	125 x 185		
1/2 page vertical	257 x 89.5		
1/4 page horizontal	60 x 185		
1/4 page vertical	125 x 89.5		
1/6 page horizontal	40 x 185		
1/8 page horizontal	32 x 185		
1/8 page vertical	89.5 x 58		
small space ad	58 x 58		

Data

We accept

- CD or email

Macintosh software supported

- Indesign CS3
- Adobe Illustrator CS3
- Photoshop CS3
- Quark Xpress 7.01

File formats

- PDF / TIFF / EPS / JPG

Please supply

- High resolution pdf file with fonts embedded/ outlined or original Indesign, Illustrator, Quark or Photoshop file
- A proof (laser print) of the advertisement – without a hard copy we cannot guarantee accurate print reproduction

- Image resolution to be 300 dpi
- All fonts must be outlined
- Supply all native files (tifs, eps) that are linked to your document
- Indicate dimensions/size of advertisement booked

Send your material to

PCA, 5/5 Blackwood Street, North Melbourne 3051 or email to imprint@netSPACE.net.au

5% DISCOUNT APPLIES IF PAYMENT MADE AT TIME OF BOOKING/PRE PUBLICATION