



# IMPRINT

printmaking + works on paper + digital art + artists books

## 2012 Advertising Schedule

issue	booking	artwork due
March / Autumn	26 January	2 February
June / Winter	26 April	3 May
September / Spring	26 July	2 August
December / Summer	25 October	1 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	-

\* An additional 10% loading applies for the back cover. 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	per issue
Australia-wide	\$500
One state only	pro rata

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

mechanical details	(h x w) 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
  - Adobe Illustrator
  - Photoshop
  - 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
- For B+W advertisements ensure pdf file supplied is greyscale. Colour advertisements are to be supplied in CMYK format.

### SEND YOUR MATERIAL TO

Print Council of Australia Inc, PO Box 2949, Fitzroy Vic 3065 or email to [imprintadvertising@printcouncil.org.au](mailto:imprintadvertising@printcouncil.org.au)

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

**PRINT COUNCIL OF AUSTRALIA INC.**

Tel: +61 3 9416 0150 Fax: + 61 3 9416 0151 Email: [imprintadvertising@printcouncil.org.au](mailto:imprintadvertising@printcouncil.org.au)

[www.printcouncil.org.au](http://www.printcouncil.org.au)

**Print Council**  
of Australia Inc.