

PRINTMAKING / WORKS ON PAPER / DIGITAL ART / ARTISTS' BOOKS

## 2017 Media Information

### 2017 Advertising schedule

issue	booking	artwork due
March / Autumn	19 January	26 January
June / Winter	20 April	27 April
September / Spring	20 July	27 July
December / Summer	19 October	26 October

### Advertising rates

advertisement size	per issue	per 4 issues
Full page colour	\$1,223	\$1,103
Full page b+w	\$693	\$651
1/2 page colour	\$819	\$772
1/2 page b+w	\$467	\$425
1/4 page colour	\$452	\$410
1/4 page b+w	\$257	\$231
1/6 page ad colour	\$263	\$242
1/6 page ad b+w	\$158	\$142
1/8 page ad colour	\$226	\$205
1/8 page ad b+w	\$126	\$116
Small space colour	\$126	NA
Small space b+w	\$84	NA

All prices include GST

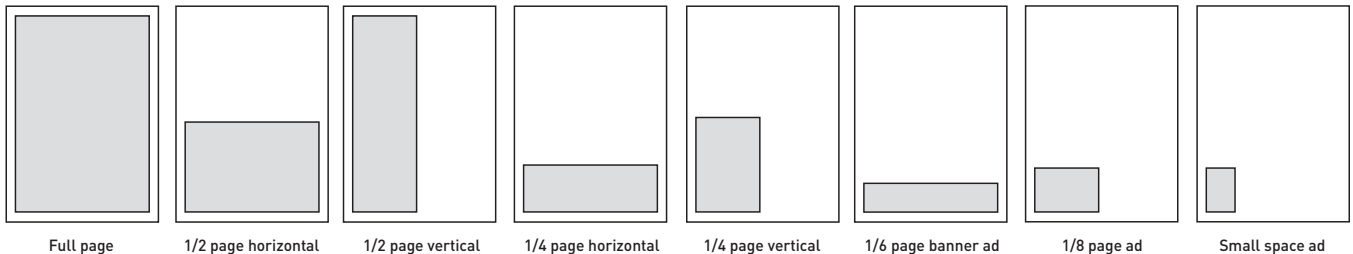


### Specifications

mechanical details	(h x w) type/mm
Full page *	267 x 186
1/2 page horizontal	130 x 186
1/2 page vertical	267 x 91
1/4 page horizontal	62 x 186
1/4 page vertical	130 x 91
1/6 page horizontal	40 x 186
1/8 page vertical	62 x 91
Small space ad	62 x 43

magazine dimensions	
Trim size	297 x 210
Bleed size *	303 x 216



### Inserts

	per issue
Australia-wide	\$525
One state only	pro rata

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



#### PCA Y.O.P. e-newsletter advertising

Emailed monthly to PCA membership.  
\$60 members \$120 non members  
(workshops, calls for artists, print exchanges).  
Email text and JPEG of image (if applicable)  
by last Thursday of every month to  
[imprintadvertising@printcouncil.org.au](mailto:imprintadvertising@printcouncil.org.au)

### Print ready artwork

All artwork is to be supplied as a high resolution PDF file with fonts embedded/outlined, 300 dpi. Crop and bleed marks if applicable. A proof (laser print) of the advertisement. Without a hard copy we cannot guarantee accurate print reproduction. Indicate dimensions/size of advertisement booked. For black and white advertisements ensure PDF file supplied is greyscale. Colour advertisements are to be supplied in CMYK format.

### 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.

### Send 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)

p: +61 3 9416 0150 f: +61 3 9416 0151 [www.printcouncil.org.au](http://www.printcouncil.org.au)