



# IMPRINT

PRINTMAKING/WORKS ON PAPER/ARTIST BOOKS

## 2020 Media Information

### 2020 Advertising schedule

issue	booking	artwork due
March / Autumn	15 January	22 January
June / Winter	15 April	22 April
September / Spring	15 July	22 July
December / Summer	14 October	21 October

### Advertising rates

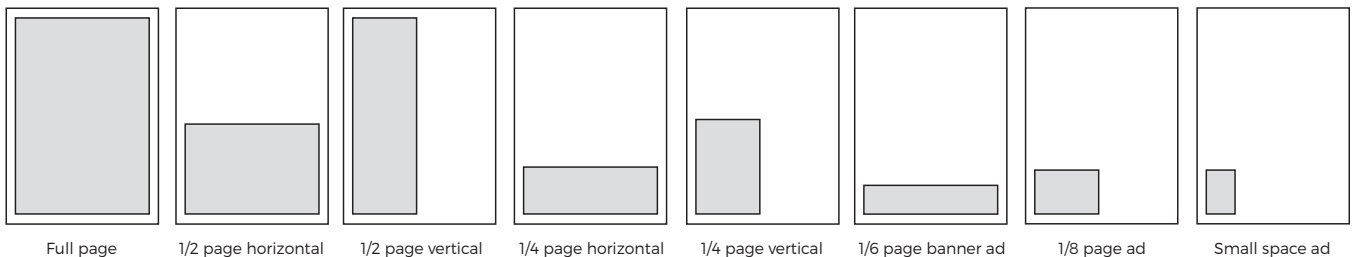
advertisement size	per issue	per 4 issues
Full page colour	\$1,223	\$1,103
Full page b+w	\$693	\$651
1/2 page colour	\$819	\$772
1/2 page b+w	\$467	\$425
1/4 page colour	\$452	\$410
1/4 page b+w	\$257	\$231
1/6 page ad colour	\$263	\$242
1/6 page ad b+w	\$158	\$142
1/8 page ad colour	\$226	\$205
1/8 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	Text area – 267 x 186, Trim 297 x 210 add 3mm bleed on all sides if required
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	62 x 91
Small space ad	62 x 43



### 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 e-newsletter advertising

Emailed monthly to PCA membership.  
\$60 members \$120 non members  
(workshops, calls for artists, print exchanges).

Email jpeg image and text (portrait orientation/  
max 1200px) by last day of every month for  
following month's e-newsletter 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. Indicate dimensions/size of advertisement booked. All images, logos and text must to be supplied CMYK.

### Additional charges

If you are unable to supply artwork for advertising, please ask about *IMPRINT*'s low-cost design services. **Additional charges will apply for changes to existing artwork incorrectly supplied.**

### Email material to Print Council of Australia Inc

[imprintadvertising@printcouncil.org.au](mailto:imprintadvertising@printcouncil.org.au) · p: +61 3 9416 0150 · [www.printcouncil.org.au](http://www.printcouncil.org.au)