



IMPRINT

PRINTMAKING/WORKS ON PAPER/ARTIST BOOKS

2020/21 Media Information

2020/21 Advertising schedule

issue	booking	artwork due
December/Summer 2020	14 October	21 October
March / Autumn 2021	20 January	27 January
June / Winter 2021	14 April	21 April
September / Spring 2021	14 July	21 July
December/Summer 2021	13 October	20 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
1/8 page ad colour	\$226	\$205
1/8 page ad b+w	\$126	\$116
Small space b+w	\$84	NA

All prices include GST

Specifications

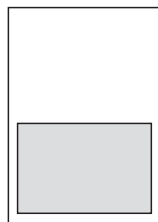
mechanical details	(h x w) type/mm
Full page	Text area – 267 x 186, Trim 297 x 210 add 3mm bleed on all sides if required
1/2 page horizontal	130 x 186
1/4 page horizontal	62 x 186
1/4 page vertical	130 x 91
1/8 page horizontal	62 x 91
Small space ad	62 x 43

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

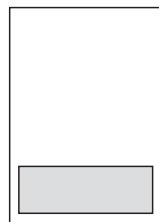
Printed by advertiser and delivered to IMPRINT mail house two weeks prior to publication date.



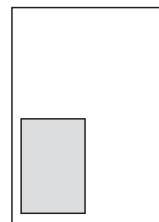
Full page



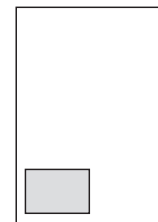
1/2 page horizontal



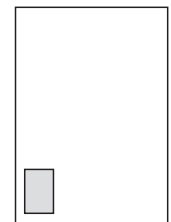
1/4 page horizontal



1/4 page vertical



1/8 page ad



Small space



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

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 · p: +61 3 9416 0150 · www.printcouncil.org.au