

# IMPRINT

PRINTMAKING / WORKS ON PAPER / BOOK ARTS

## 2021 Media Information

### 2021 Advertising schedule

issue	booking	artwork due
September / Spring 2021	14 July	21 July
December/Summer 2021	13 October	20 October



### Advertising rates

All prices include GST

advertisement size	per issue	per 4 issues
Full page colour	\$1,225	\$1,105
Full page b+w	\$695	\$655
1/2 page colour	\$820	\$775
1/2 page b+w	\$470	\$425
1/4 page colour	\$455	\$410
1/4 page b+w	\$260	\$235
1/8 page ad colour	\$230	\$205
1/8 page ad b+w	\$130	\$120

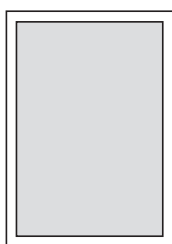
Inserts	per issue	per issue
Australia-wide	\$525	One state only pro rata

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

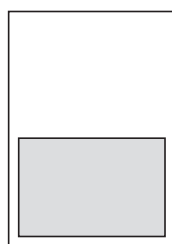
### Specifications

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

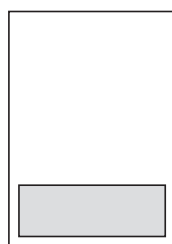
Advertorial	includes
\$590	Sponsored Article on <i>IMPRINT</i> Blog, Dedicated e-newsletter, additional social media posts x four



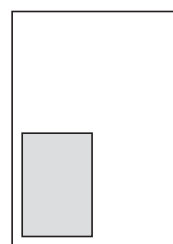
Full page



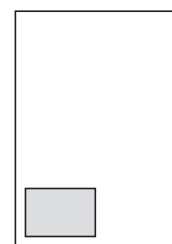
1/2 page horizontal



1/4 page horizontal



1/4 page vertical



1/8 page ad



#### 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 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)

