

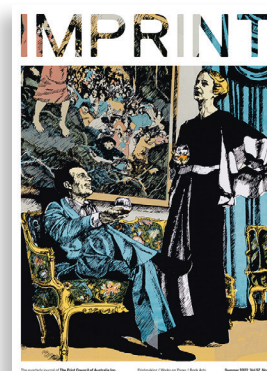
2023 Media INFORMATION

IMPRINT

PRINTMAKING / WORKS ON PAPER / BOOK ARTS

2023 Advertising schedule

issue	booking	artwork due
March / Autumn 2023	18 January	25 January
June / Winter 2023	19 April	26 April
September / Spring 2023	19 July	26 July
December/Summer 2023	18 October	25 October



Advertising rates

All prices include GST

advertisement size	member rate p/issue	non-member rate p/issue	per 4 issues
Full page colour	\$1,225	\$1,350	\$1,105
Full page b+w	\$695	\$765	\$655
1/2 page colour	\$820	\$905	\$775
1/2 page b+w	\$470	\$520	\$425
1/4 page colour	\$455	\$505	\$410
1/4 page b+w	\$260	\$290	\$235
1/8 page ad colour	\$230	\$255	\$205
1/8 page ad b+w	\$130	\$145	\$120

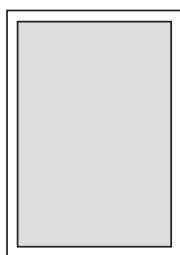
Specifications

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

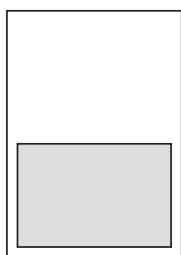
Inserts	per issue	per issue
Australia-wide	\$525	1 state only pro rata

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

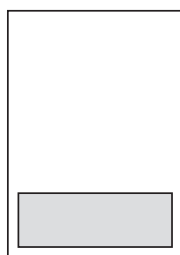
Advertorial	includes
\$590	Sponsored Article on <i>IMPRINT</i> Blog, Dedicated e-newsletter, additional social media posts x four



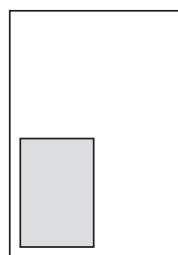
Full page



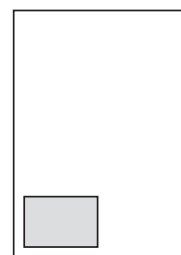
1/2 page horizontal



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
(calls for artists, print exchanges, workshops,
equipment for sale).

**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

