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Beyond the bale

PROFIT FROM WOOL INNOVATION

ADVERTISING RATE CARD 2012

Published by Australian Wool Innovation (AWI), *Beyond the Bale* is a national magazine mailed directly to more than 25,000 wool levy payers and woolgrowers plus wool industry stakeholders. It provides the most effective national medium for advertisers seeking to reach this important audience.

The mission of AWI is to implement research, development and marketing projects that enhance the profitability, international competitiveness and sustainability of the Australian wool industry. Owned by Australian woolgrowers, AWI invests along the global supply chain for Australian wool – from fibre to fashion – from woolgrowers through to retailers.

Beyond the Bale aims to inform woolgrowers of products and practices to reduce the cost of production on their farms through innovation in areas such as sheep health and genetic technologies to breed more

productive sheep, pastures and grazing, and shearing.

The magazine also aims to increase awareness of initiatives and activities in wool textiles to increase the demand for Australian wool.

Australia was built on the sheep's back, and wool continues to rank highly among Australia's agricultural industries. In 2011-12, exports of Australian wool are forecast to be valued at \$3.1 billion.

The magazine is also available online at:
<http://digital.wool.com.au>

Advertising rates

Effective November 2011

	Casual	2X	4X
Full page	\$3570.00	\$3391.00	\$3213.00
Half page	\$2142.00	\$2034.00	\$1927.00
Third page	\$1428.00	\$1356.00	\$1285.00
Quarter Page	\$1178.00	\$1118.00	\$1059.00

Preferred Positions

Inside Back cover: Plus 20% **Outside Back cover:** Plus 20%

Other specified position: Plus 10%

Please note IFC not available

Please note above rates do not include GST. Agency commission: 10%

Booking and material deadlines

Publication dates	Booking	Material	Distribution
March 2012	1 February	20 February	9 March
June 2012	2 May	22 May	8 June
September 2012	1 August	21 August	7 September
December 2012	1 November	20 November	7 December

Specifications

Advert	Trim size(mm)	Bleed size(mm)	Type area
Full page	297d x 210w	307d x 220w	267d x 180w
Half-page horizontal	148d x 210w	153d x 220w	133d x 180w
Half-page vertical	297d x 105w	307d x 115w	267d x 90w
One-third-page horizontal	99d x 210w	109d x 220w	84d x 180w
One-quarter-page vertical	148d x 105w	158d x 115w	133d x 90w

The above rates are for space only and assume print-ready artwork is supplied to the specifications listed. Type area is constrained to the margins of the magazine content layout.

Material should be supplied as print-ready PDF files in CMYK. The general resolution should be 2400dpi and scans no less than 300dpi. *Beyond the Bale* will not accept Microsoft Publisher, Word, Excel, PowerPoint, Pagemaker or QuarkXPress files. Extra charges will apply to Adobe InDesign, Illustrator and Photoshop files. Film or bromide will not be accepted.

All fonts must be collected or embedded.

All images to be supplied as 300dpi CMYK jpeg, TIFF or EPS files.

Spot colours must separate in CMYK and metallic colours are unacceptable. Minimum type size 6 point. For full-colour reverse type, minimum type size 7 point. Artwork under 10MB may be emailed to:

Belinda.Cooper@wool.com.

Artwork over 10MB to be supplied via www.yousendit.com or on CD

to: Belinda Cooper

Australian Wool Innovation Limited

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Advertising contact

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TERMS AND CONDITIONS

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Every advertisement is subject to the approval of Australian Wool Innovation Limited. Australian Wool Innovation Limited reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against Australian Wool Innovation Limited other than for the refund of any money paid by the advertiser if the advertisement is not published. Australian Wool Innovation Limited otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

The word "advertisement" may be used to identify advertising material that in the opinion of Australian Wool Innovation Limited resembles editorial matter.

The advertiser warrants to Australian Wool Innovation Limited that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the *Trade Practices Act 1974* or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

Australian Wool Innovation Limited and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless Australian Wool Innovation Limited or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify Australian Wool Innovation Limited or Hyde Media of any error immediately it appears. Unless notified, Australian Wool Innovation Limited and Hyde Media accept no responsibility for any error.

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