

FRUIT & VEGETABLE news

Advertising Rates Card

Effective until December 2012



Size	Colour casual	Mono casual	Colour 3x	Mono 3x	Colour 6x	Mono 6x	Colour 11x	Mono 11x
Full page	\$ 1704	\$ 1261	\$ 1533	\$ 1135	\$ 1447	\$ 1072	\$ 1363	\$ 1009
1/2 Page	\$ 1072	\$ 631	\$ 965	\$ 568	\$ 912	\$ 536	\$ 858	\$ 505
1/3 Page	\$ 805	\$ 474	\$ 724	\$ 426	\$ 685	\$ 403	\$ 643	\$ 378
1/4 Page	\$ 535	\$ 316	\$ 482	\$ 284	\$ 455	\$ 268	\$ 430	\$ 253
1/8 Page	\$ 378	\$ 158	\$ 341	\$ 144	\$ 322	\$ 135	\$ 302	\$ 126

Spot colour available on request.

Advertising rates

Please note: All display and classified advertising in *Fruit & Vegetable News* exclude GST.

Casual advertising space starts at \$14 per single column centimetre.

Advertising agency commission 10%.

Design

If you require *Fruit & Vegetable News* to design your ad a \$160 (incl GST) fee will apply (simple word placement ads only). Other ads POA. If you require your existing ad to be modified, this may incur costs.

Inserts

\$1873 (incl GST) per edition.

Inserts must be no larger than 295mm x 210mm (A4), folded or flat. An additional postage charge may apply, depending on the weight of the insert.

Material requirements

Indesign CS4 or Acrobat PDF preferred formats. PC platform only.

Files can be supplied on a wide number of transport media including - CD, Zip cartridge or PDF file (all fonts MUST be embedded with this type) for all mono, spot and four colour advertisements. Quickcut is available. Hardcopy print out essential if posting material on disk.

For ad material or production enquiries, contact *Fruit & Vegetable News* designer Natalie Brady on 07 3620 3844 or nbrady@growcom.com.au

All material to be forwarded to:

Max Hyde
Hyde Media
Suite 1

11 Unsworth Rd
Ringwood North VIC 3134
max@hydemediamedia.com.au

A faxed print out to 03 9870 4163 should accompany e-transfer to max@hydemediamedia.com.au

Production schedule 2012

Magazine edition	Booking deadline	Material deadline	Publication date
2012			
February	12 January	16 January	30 January
March	16 February	20 February	5 March
April	15 March	19 March	2 April
May	12 April	16 April	30 April
June	17 May	21 May	4 June
July	14 June	18 June	2 July
August	12 July	16 July	30 July
September	16 August	20 August	3 September
October	13 September	17 September	1 October
November	18 October	22 October	5 November
Dec/Jan	15 November	19 November	3 December
2013			
February	17 January	21 January	4 February

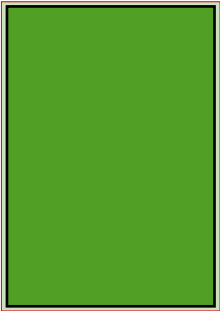


CANCELLATION POLICY – A 10 per cent surcharge will apply to all advertising bookings that are cancelled on or after the specified deadline date for advertising material.

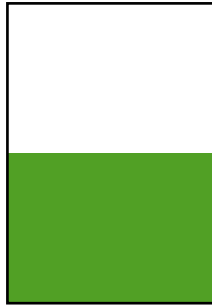
FRUIT & VEGETABLE

news

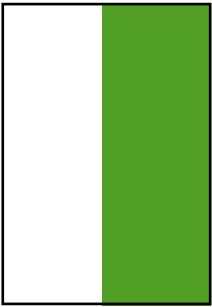
Specifications and Bookings



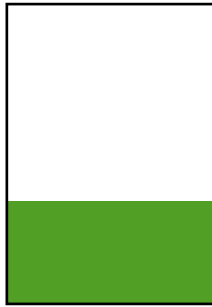
Full page
297mm wide
210mm deep
with 3mm bleed
(303mm x 216mm)



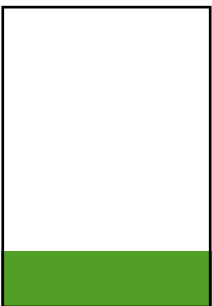
Half page horizontal
175mm wide (4 columns)
130mm deep



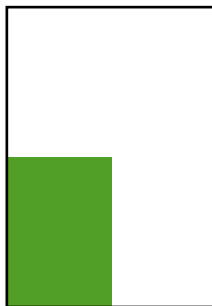
Half page vertical
85mm wide (2 columns)
260mm deep



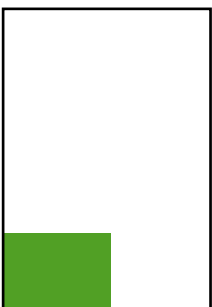
Third page horizontal
175mm wide (4 columns)
86mm deep



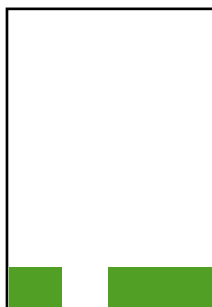
Quarter page strip
175mm wide (4 columns)
65mm deep



Quarter page block
85mm wide (2 columns)
130mm deep



Eighth-page
85mm wide (2 columns)
65mm deep



One column 38mm wide, any depth
Two columns 84mm wide, any depth

Mechanical details

Trim size: 297mm x 210mm (A4)
Bleed size: 3mm bleed on all sides (303mm x 216mm)
Type area: 260mm x 175mm
Columns: Four columns per page,
at 260mm deep x 38mm wide
Column Gutter: 7mm
Gutter: 15mm

Bookings

Max Hyde
Hyde Media
Ph 03 9870 4161
Fax 03 9870 4163
Email: max@hydemedias.com.au



Company: _____

Contact: _____

Authorised by: _____

Advert size: _____ **Full page**
(26cm x 4 columns)
MONO / COLOUR

Quoted Price: _____ Edition/s: _____

Agency (if applicable): _____

Invoice details

Name: _____

Phone: _____

Address: _____

Fax: _____

Email: _____