

Ground Cover

GRDC

Grains
Research &
Development
Corporation

ADVERTISING CONTACT

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The managing editor of *Ground Cover* is
Coretext Pty Ltd, PO Box 12542, Melbourne VIC 8006
T 03 9670 1168, www.coretext.com.au

2012 ADVERTISING RATE CARD

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RESEARCH TO HELP GRAIN GROWERS
Australia's national newspaper for the grains industry

No other grains industry publication has the reach of *Ground Cover* – every grain grower in the country. It is the publication they name as the most important and valued source of information about their industry and its research and development.

Ground Cover is regarded as one of the most influential agribusiness publications in Australia. Targeting the \$9 billion grains sector, it is read by successful and innovative primary producers across the country.

- 41,000 copies of *Ground Cover* are distributed nationally each edition.
- Some 34,000 copies are directly mailed to growers through the exclusive *Ground Cover* database.
- A further 7,000 copies are directly mailed to associated bodies such as private advisers/consultants, state agricultural departments and agronomists, agribusiness professionals, researchers, decision-makers and media.

Ground Cover REACHING EVERY PART OF THE GRAINS INDUSTRY, IN EVERY STATE

What the growers say

FOCUS GROUPS SURVEY

- “Love the magazine ... please keep sending two copies.” - VICTORIAN GROWER
- “Keep up the good work. Always an excellent publication.” - WA RESEARCHER
- “A great informative magazine. We look forward to receiving it.” - SA GROWER
- “Ground Cover makes interesting reading ... whets your appetite.” - QUEENSLAND GROWER
- “We look for this paper and consider it the best.” - VICTORIAN GROWER
- “Great material in Ground Cover – really get a lot out of it!” - NSW GROWER
- “Great informative magazine. Don’t dare stop my subscription.” - SA GROWER

About Ground Cover

Ground Cover is published by the Grains Research and Development Corporation (GRDC) to communicate the latest advances in crop improvement, and grain production technologies to all grain growers. The GRDC is a world-leading grains research organisation, responsible for planning, investing in and overseeing grains RD&E to deliver improved production, sustainability and profitability across the Australian grains industry.

This includes advanced plant breeding, on-farm production, environmental management, transport and storage and value-chain industries such as millers, maltsters, food manufacturers and feedlotlers.

Ground Cover is a national newspaper with split runs that provide dedicated information for growers in Australia’s three main cropping zones – the northern, southern and western regions. Because Ground Cover is directly mailed to growers, it provides the most effective national medium for advertisers seeking to reach this important audience.

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Advertising representatives

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Advertising rates

EFFECTIVE 1 JANUARY 2012

(per single-column centimetre, not including GST)

Casual rate \$17.47

Contract rates

250cm \$17.02 500cm \$16.58

1000cm \$16.16 2500cm \$15.72

FOUR-COLOUR:

Up to 150 column cm: \$385

150 column cm or over: \$585

Preferred position loading

Page 3: 33% Page 5: 25%

ERHP: 10% Back cover: 25%

Agency commission: 10%

Booking and material deadlines

PUBLICATION DATES	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
January/February 2012	5 December 2011	12 December	20 January
March/April 2012	30 January	6 February	2 March
May/June 2012	23 March	30 March	27 April
July/August 2012	21 May	28 May	29 June
September/October 2012	23 July	30 July	31 August
November/December 2012	24 September	1 October	2 November

Mechanical specification

Column depth: 380mm

Page trim: width 288mm X depth 405mm

Column width: 31mm

Double page trim: width 576mm X depth 405mm

Columns per page: 8

Bleed: allow 5mm, all sides

1	2	3	4	5	6	7	8
31	64	97	130	163	196	229	262

Images: 300dpi

Paper stock: 74gsm offset

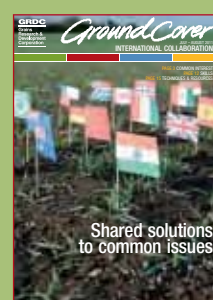
Delivery

Files: Electronic or disk delivery, to be supplied in PDF format optimised for print, with all fonts embedded.

Online: www.quicksend.com.au

Mail: Coretext Pty Ltd, PO Box 12542, Melbourne VIC 8006

Email: prepress@coretext.com.au



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TERMS AND CONDITIONS

Advertising accepted for publication in *Ground Cover* is subject to the following terms and conditions.

Every advertisement is subject to the approval of *Ground Cover's* managing editor, Coretext Pty Ltd ("Coretext"). Coretext reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time. The advertiser shall have no claim against Coretext, other than for the refund of any money paid by the advertiser, if the advertisement is not published. Coretext 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 Coretext resembles editorial matter.

The advertiser warrants to Coretext 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 the State or Commonwealth, and is otherwise lawful.

Coretext and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless Coretext 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 Coretext or Hyde Media of any error immediately it appears. Unless notified, Coretext and Hyde Media accept no responsibility for any recurring error.

Rates are based on the understanding that the monetary level order is used within the period of the order and that the maximum period of any order is one year.

Advertisers and advertising agencies lodging material for publication in *Ground Cover* indemnify the Grains Research and Development Corporation (GRDC), its directors, employees and its agents, including Coretext Pty Ltd and Hyde Media Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.

