



potatoes australia advertising rate card 2012

The magazine for potato growers

Potatoes Australia is a national industry-based magazine for the Australian potato industry. The 34-page, bi-monthly, full-colour magazine is produced specifically for growers. No hit and miss, no risk. This magazine will reach potato growers around the country. Produced by peak industry body AUSVEG, a typical *Potatoes Australia* will include grower stories, research and development case studies, market analysis and trends, and other relevant information specific to potato growing.

Distribution

- *Potatoes Australia* is distributed nationally to approximately 2,400 growers and industry members.
- Directly mailed to National Potato Levy payers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media.

Booking and material deadlines

Issue	Booking deadline	Material deadline	Publication date
Feb/Mar 2012	12 January	27 January	15 February
Apr/May 2012	12 March	26 March	16 April
Jun/Jul 2012	11 May	25 May	15 June
Aug/Sep 2012	13 July	27 July	16 August
Oct/Nov 2012	12 September	26 September	15 October
Dec/Jan 2012	15 November	26 November	14 December

advertising rates

Advert	Casual (\$)	3 x rate (\$)	6 x rate (\$)
Full page colour	1,843	1,705	1,622
1/2 page colour	1,105	1,023	972
1/3 page colour	737	680	648
1/4 page colour	608	562	535

preferred positions

Inside front cover 30%
Inside back cover 20%

Outside back cover 30%
Other specified 10%

Inserts available. Details supplied on request. Please note GST not included in above rates. Agency commission: 10%.



Horticulture Australia



Suite 1, 431 Burke Road Glen Iris VIC 3146 PO Box 2042, Camberwell West VIC 3124
T: 03 9822 0388 F: 03 9822 0688 W: www.ausveg.com.au



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mechanical specifications

Advert	Trim size (mm) depth x width	Bleed size size (mm) depth x width	Type area (mm) depth x width
Full page	297 x 210	303 x 216	287 x 200
1/2 page horizontal*	147 x 210	150 x 216	137 x 200
1/2 page vertical	297 x 102	303 x 108	287 x 92
1/3 page horizontal*	97 x 210	100 x 216	87 x 200
1/4 page horizontal*	70 x 210	73 x 216	60 x 200

The above rates are for space only and do not include any alterations to supplied advertisements. They assume print-ready artwork is supplied to the specifications listed below. Please note type area is constrained to the margins of the magazine content layout. *Bleed depth of 3mm to be applied to the bottom of the artwork only.

file specifications

- Ads can now be sent via Quickcut.
- PDF files will be accepted but they must be in CMYK – general resolution to be saved at 2400dpi and scans at not less than 300dpi. InDesign CS, QuarkXpress 5, Illustrator CS and Photoshop CS files imported into InDesign/Quark will also be accepted.
- **Microsoft Publisher, Word, Pagemaker, Excel, Powerpoint files will NOT be accepted. Film and bromide are NOT accepted.**
- All (screen and print) fonts must be collected or embedded. All images to be supplied as 300dpi CMYK, TIFF or EPS files.
- Make sure all colours are CMYK and not RGB. Spot colours must separate in CMYK. Metallic colours are unacceptable.
- Minimum type size: 6 point. For full-colour reverse type – minimum type size: 7 point.
- Ads under 5 megabytes in size may be emailed to max@hydemediamedia.com.au. To ensure correct reproduction, please fax a proof of ad to 03 9870 4163.
- Artwork over 5 megabytes to be supplied on CD or 100mb Zip disk in Mac/PC format. Please include a colour proof at 100% size to ensure correct reproduction.

Send all Artwork to the Advertising Representative – Max Hyde (address details below).

advertising representative

Max Hyde, Hyde Media Pty Ltd
 Suite 1/11 Unsworth Road Ringwood North VIC 3134
 Phone: 03 9870 4161 Mobile: 0408 558 938 Fax: 03 9870 4163 Email: max@hydemediamedia.com.au

editorial

Caitlin Rodé
 Potatoes Australia
 Phone: 03 9822 0388 Fax: 03 9822 0688 Email: caitlin.rodé@ausveg.com.au



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