

# ROYAL ADELAIDE SHOW 2017

## MAGAZINE RATES & SPECIFICATIONS

### Advertising Rates

Early RHP or preferred position incurs 10% loading

### Specifications

(mm high x mm wide)

Ad Style	Ad Size	2017 Rate (excluding GST)	No Bleed	Trim	Bleed (Trim + 5mm each side)
Part page	1/8 page	<b>\$1,200</b>	66 mm x 98 mm wide	N/A	N/A
	1/4 page	<b>\$3,600</b>	133 mm x 98 mm wide		
	1/3 horizontal	<b>\$3,966</b>	90 mm x 205 mm wide		
	1/2 horizontal	<b>\$7,950</b>	133 mm x 205 mm wide		
	1/2 vertical	<b>\$7,950</b>	270 mm x 98 mm wide		
Full page	Single page	<b>\$11,900</b>	270 mm x 205 mm wide	300 mm x 235 mm wide	310 mm x 245 mm wide
	Single inside front cover	<b>\$15,000</b>			
	Back cover	<b>\$19,500</b>			
Special position	Double spread inside front cover	<b>\$30,000</b>	N/A	300 mm x 470 mm wide	310 mm x 480 mm wide
	Front cover strip ad	<b>\$5,250</b>	N/A	35 mm x 235 mm wide	45 mm x 245 mm wide

### Ad Artwork Specifications

Artwork to be supplied as print-ready PDF, with bleed and crop marks where necessary.

**CMYK only** – no RGB or Spot Pantone colours please.

All images to be 300dpi.

Artwork in Word, CorelDraw, Publisher or Powerpoint **will not** be accepted.

### Ad Artwork File Supply

Please email artwork files under 15MB to [kate@wdmadvertising.com.au](mailto:kate@wdmadvertising.com.au) or send an uploaded file link via an online FTP site such as WeTransfer.com, hightail.com or sendspace.com.

### Magazine Format

300 mm high x 235 mm wide.  
Full colour magazine.  
Quality gloss paper.

### Distribution

400,000 copies.

Distributed during the third week of August. The magazine will be supported by an integrated media campaign.

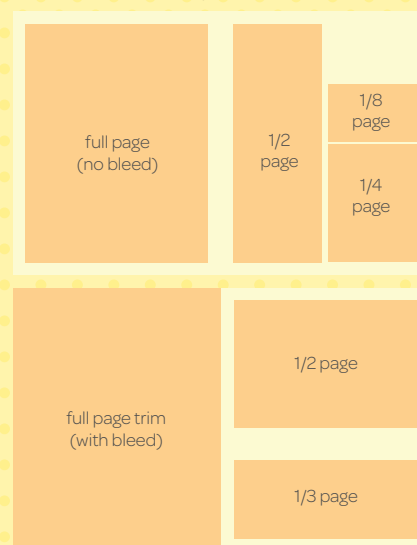
### Booking deadline

**23 June 2017**

### Material deadline:

**24 July 2017.** Due to strict printing and distribution timelines, absolutely no ad material can be accepted after this date.

### Ad Sizes & Styles



### For more information contact:

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