



# MAGAZINE RATES + SPECIFICATIONS

## Advertising Rates

## Specifications

Ad Style	Ad Size	2018 Rate (excluding GST)	No Bleed	Trim	Bleed (Trim + 5mm each side)
Part Page	1/8 Page	\$1,200	66 mm H x 98 mm W		
	1/4 Page	\$3,600	133 mm H x 98 mm W		
	1/3 Horizontal	\$3,966	90 mm H x 205 mm W	N/A	N/A
	1/2 Horizontal	\$7,950	133 mm H x 205 mm W		
	1/2 Vertical	\$7,950	270 mm H x 98 mm W		
Full Page	Single Page	\$11,900			
	Single Inside Front Cover	\$15,000	270 mm H x 205 mm W	300 mm H x 235 mm W	310 mm H x 245 mm W
	Back Cover	\$19,500			
Special Position	Double Spread Inside Front Cover	\$30,000	N/A	300 mm H x 470 mm W	310 mm H x 480 mm W
	Front Cover Strip Ad	\$5,250	N/A	35 mm H x 235 mm W	45 mm H x 245 mm W
Discount Coupon*	1/8 Page	\$1,000	66 mm H x 98 mm W	N/A	N/A

\* Discount offer must be provided to qualify for this ad style.

## 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

[artwork@adelaideshowground.com.au](mailto:artwork@adelaideshowground.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

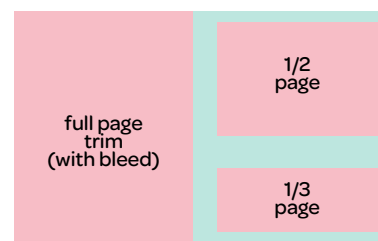
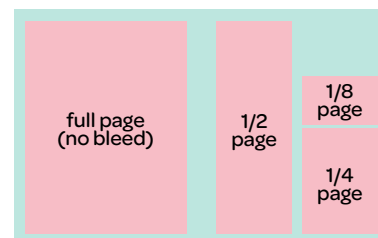
430,000 copies.

The Show Magazine will be distributed during the third week of August via Messenger Newspapers.

Your advertisement will also be included in the **Show Mag App** which will be available to download from the App Store and Google Play

The magazine will be supported by an integrated media campaign.

## Ad Sizes & Styles



**Booking Deadline:** 15 June 2018  
**Payment Terms:** 30 days from invoice  
**Material Deadline:** 17 July 2018\*

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

## FOR MORE INFORMATION PLEASE CONTACT:

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**KHAY@ADELAIDESHOWGROUND.COM.AU**  
**MHOCKING@ADELAIDESHOWGROUND.COM.AU**



# MAGAZINE AD BOOKING CONFIRMATION

Contact Person:

Registered Business Name:

Trading Business Name:

ABN:

Billing Address:

Business Address:

Phone:

Email:

Ad Size	Placement Details	Rate

**Booking Deadline:** 15 June 2018

**Material Deadline:** 17 July 2018

**Payment Terms:** 30 days from invoice date

Subtotal ex-GST

GST Amount

Total inc-GST

I have read, understood and agree to the below conditions, including the material deadline and payment terms.

Name:

Date

## Conditions

- It is the responsibility of the advertiser to ensure correct and complete information is submitted to The Royal Agricultural & Horticultural Society of South Australia (RA&HS). Please ensure that all telephone, fax, mobile numbers, email and web addresses and all other information is correct.
- RA&HS cannot guarantee placement if requested.
- Proofs can be provided upon request by 20 July 2018.
- RA&HS reserves the right to refuse unsuitable advertisements. The quality of advertisements within the publication must be to a high standard. Final decision on artwork approval lies with the RA&HS.
- I agree to pay all amounts due under this arrangement within 30 days of the invoice date. I acknowledge and understand that if I am an exhibitor at the Royal Adelaide Show, all amounts due by me to the RA&HS must be paid prior to my move-in for the Show. If I am not an exhibitor I understand that I may be required to complete a credit application form and my booking will be subject to credit approval.
- I agree to supply the artwork by the artwork deadline, within correct specifications as outlined.

**PLEASE EMAIL THIS COMPLETED FORM OR CLICK SUBMIT >>>>**

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