

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
DPS	6590	6210	5820
Full page	3570	3350	3140
1/2 page	2430	2280	2140
1/3 page	1890	1790	1680
1/4 page	1430	1360	1260

Creative Services Index 6x
55 words plus company details and logo online and print 90

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Feb/Mar	9 Dec	16 Dec	1 Feb
April/May	8 Feb	15 Feb	24 Mar
June/July	8 Apr	15 Apr	1 June
Aug/Sept	8 Jun	15 June	28 Jul
Oct/Nov	9 Aug	16 Aug	27 Sept
Dec/Jan	8 Oct	15 Oct	26 Nov

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

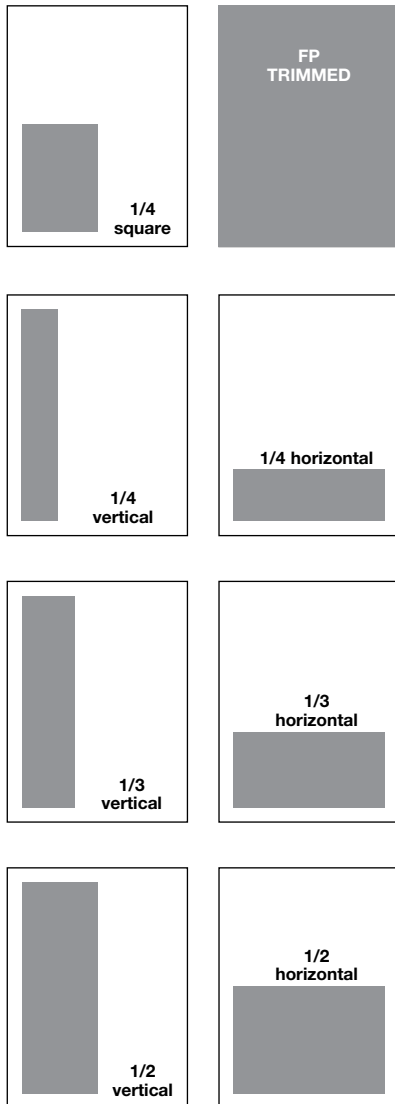
NOTE: These prices do not include GST.

Special Positions

Plus 20%.

Material Sizes (mm)	Depth	Width
DPS trimmed*	300mm	480mm
FP trimmed*	300mm	240mm
1/2 page vertical	258mm	106mm
1/2 page horizontal	127mm	216mm
1/3 page vertical	258mm	70mm
1/3 page horizontal	85mm	216mm
1/4 page horizontal	63mm	216mm

* please include 5mm bleed on full page and dps ads



MATERIAL REQUIREMENTS

- Digital files can be electronically transferred via Adstream or Websend.
- By using the above methods it ensures immediate checking of material, guaranteed delivery and that the specifications are met correctly. Alternatively, you can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- For more information on specific electronic courier service, please contact Adstream on 02 9467 7500 or 1800 230 302 or look up their website www.adstream.com.au. Alternatively, contact Websend on 03 8689 9000 or 1300 798 949 or look up their website www.websend.com.au.
- Material supplied on CD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- Please ensure all fonts, scans and EPS files are supplied with all colours created in CMYK. Yaffa will reject files that contain TrueType fonts. All spot colours will be automatically converted to equivalent CMYK process colours.
- Scanned images must be in CMYK with a minimum resolution of 280-300 dpi at their final size.
- A colour or black and white proof must be supplied. Yaffa will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance with 3DAP guide lines. Please refer to the 3DAP web site www.3dap.com.au for details on approved systems.

Published 6 times a year, *Australian CREATIVE* is the only magazine with an audited circulation catering to the creative services industry. It plays a vital role in explaining how creativity is used to reach and influence consumers. With a high impact, leading edge design, it informs, influences, guides and inspires all professionals in the business of commercial creativity. Readers include creative and production execs in advertising agencies, art studios and pre-press, plus graphic designers, photographers and TVC producers. If this hard-to-reach group is your target market, *Australian CREATIVE* is the best way to talk to them.



Inserts: All are subject to publisher's approval prior to acceptance. Rates on application

Material Delivery: Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

IMPORTANT NOTE

Production Charges: Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.