

Effective 1st January 2007. US Rate Card

AD RATES, DEADLINES & MATERIAL SIZES

4 Color	Casual	3x	5x	11x
DPS	4965	4550	4285	4060
Full page	2765	2505	2375	2255
½ page	1490	1420	1360	1310
⅓ page	1140	1100	1080	1055
¼ page	895	880	860	840
Back cover	3365	3060	2900	2750
Inside front cover	3235	2940	2790	2645
Inside back cover	3100	2815	2675	2530

Mono	Casual	3x	5x	11x
Full page	2320	2200	2080	1960
½ page	1640	1570	1495	1420
¼ page	1205	1145	1070	1020
⅓ page	845	825	800	765
¼ page	620	595	580	560

NOTE: These prices do not include GST.
GST does not apply to international clients.

Ad Agency Commission

Agency commission allowed to approved advertising agencies.

Inserts

Ask for a quotation for your inserts. All inserts are subject to publisher's approval prior to acceptance.

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 (612) 9467 7500 www.adstream.com.au or Websend toll free within Australia 1300 798 949 or (613) 8611 0900 www.websend.com.au
- Material supplied on CD or zip disk **must be** in Mac format, preferably as a Quark document, EPS files – Illustrator, Freehand and Photoshop. We will reject all PC files including Excel, Word and Publisher.

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Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
February	10 Jan	17 Jan	16 Feb
March	8 Feb	15 Feb	13 Mar
April	8 Mar	15 Mar	13 Apr
May	5 Apr	16 Apr	17 May
June	8 May	15 May	15 Jun
July	6 Jun	13 Jun	13 Jul
August	6 Jul	13 Jul	13 Aug
September	6 Aug	13 Aug	13 Sep
October	6 Sep	13 Sep	12 Oct
November	5 Oct	12 Oct	9 Nov
Dec/Jan	16 Nov	23 Nov	7 Jan

Material Sizes (mm)	Depth	Width
FP	275mm	185mm
FP bleed	307mm	215mm
FP trimmed	297mm	210mm
DPS bleed	307mm	425mm
DPS trimmed	297mm	420mm
½ page – horiz.	135mm	185mm
– vert.	275mm	120mm
⅓ page – vert.	275mm	60mm
– horiz.	75mm	185mm
¼ page – square	121mm	90mm
– horiz.	65mm	185mm

Material Delivery

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010.
Attention Production Department.
Email production@yaffa.com.au for details.

- 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 240-300 dpi at their final size. We will not take responsibility for quality reproduction of an image with lower than optimum resolution.
- 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.

IMPORTANT NOTE

Production Charges

Typesetting, 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 +61 2 9281 2333.



Australian Defence Magazine

ADM – is Australia's leading defence business magazine. ADM's role is to provide a bridge between Industry and Defence and its related agencies in providing expert, indepth coverage and analysis of the projects and the processes that govern the procurement of equipment and the development of capability for the Australian Defence Force and national security agencies. We're interested in the BUSINESS of defence.



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