

## Ad rates, deadlines and material sizes

4 Colour DPS	Casual 6030	3x 5130	6x 4530	12x 4100
Full page	3180	2710	2390	2160
2/3 page	2540	2160	1890	1710
1/2 page	2100	1760	1580	1420
1/3 page	1490	1270	1150	1050
1/4 page	1160	990	870	780

### Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

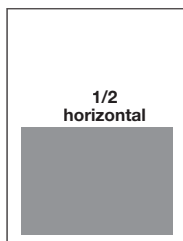
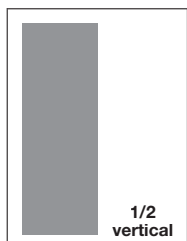
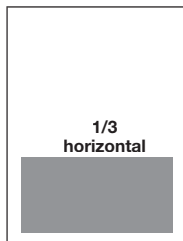
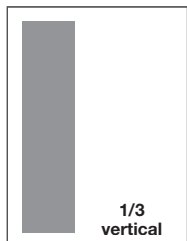
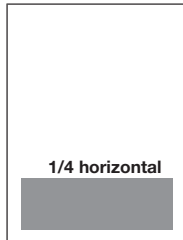
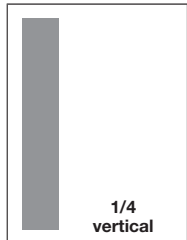
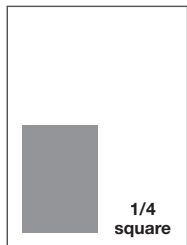
NOTE: These prices do not include GST.

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/ Mail Date
January	30 Oct	6 Nov	7 Dec
February	27 Nov	4 Dec	8 Jan
March	18 Dec	5 Jan	3 Feb
April	29 Jan	5 Feb	8 Mar
May	26 Feb	5 Mar	6 Apr
June	25 Mar	1 Apr	5 May
July	30 Apr	7 May	7 Jun
August	28 May	4 Jun	7 Jul
September	2 Jul	9 Jul	9 Aug
October	30 Jul	7 Aug	6 Sep
November	27 Aug	3 Sep	6 Oct
December	24 Sep	1 Oct	8 Nov

Directory Sizes	Per Issue Rate		
	1-3x	4-6x	7-12x
1/6 Page – 120mm deep x 57mm wide	\$260	250	230
1/3 Page – 120mm deep x 120mm wide	\$420	400	370

Material Sizes (mm)	Depth	Width
FP trimmed*	275mm	210mm
DPS trimmed*	275mm	420mm
2/3 page – vertical	245mm	121mm
– horizontal	160mm	185mm
1/2 page – vertical	245mm	90mm
– horizontal	121mm	185mm
1/3 page – vertical	245mm	57mm
– horizontal	80mm	185mm
1/4 page – square	121mm	90mm
– horizontal	58mm	185mm

\* 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](mailto: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](http://www.adstream.com.au). Alternatively, contact Websend on 03 8689 9000 or 1300 798 949 or look up their website [www.websend.com.au](http://www.websend.com.au).
- Material supplied on CD and not saved as a PDF must be in Mac format, as a Quark or 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](http://www.3dap.com.au) for details on approved systems.

Fishing World, Australia's No.1 sport fishing magazine, serves as a key information source for discerning anglers. Each month we provide a vast amount of practical information on the latest tackle, accessories and techniques, and a wide range of hands-on data on popular species from right around the country. Each issue is reproduced in spectacular full colour and is arguably Australia's best quality fishing magazine. Fishing World stands out of the crowd as Australia's most respected fishing magazine and has been meeting the needs of anglers for over 40 years. The magazine has evolved with them; knows their dreams, concerns and power as consumers. Advertisers in the magazine can expect to share in this knowledge and capitalise on the buying power of a loyal readership.



SEE SEPARATE RATE SHEET FOR FISHING WORLD WEBSITE AND ONLINE NEWLETTER

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

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.