

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
DPS	6020	5470	4910
Full page	3350	3050	2730
1/2 page	1860	1760	1620
1/3 page	1410	1370	1310
1/4 page	1110	1090	1050
BC	4180	3810	3410
IFC	4010	3650	3290
IBC	3840	3490	3140
FC	4740		

Mono	Casual	3x	6x
DPS	2870	2730	2580
Full page	1480	1420	1340

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

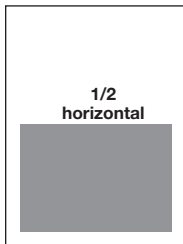
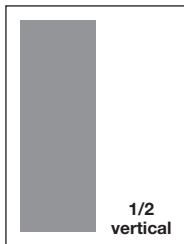
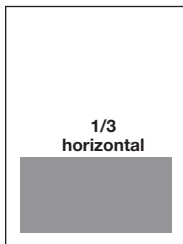
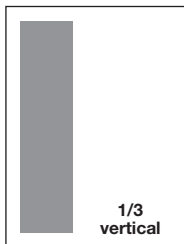
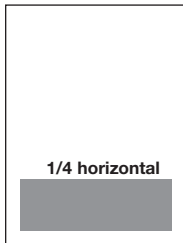
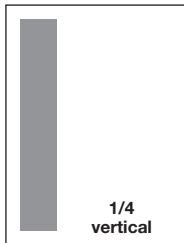
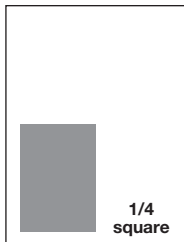
Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Feb/Mar	21 Jan	27 Jan	22 Feb
April/May	9 Mar	16 Mar	12 Apr
June/July	13 May	20 May	18 Jun
Aug/Sept	14 Jul	21 Jul	14 Aug
Oct/Nov	14 Sep	21 Sep	16 Oct
Dec/Jan	13 Nov	20 Nov	16 Dec

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	220mm
DPS trimmed*	297mm	440mm
1/2 page – vertical	277mm	95mm
– horizontal	135mm	195mm
– horizontal DPS	135mm	410mm
1/3 page – vertical	277mm	60mm
– horizontal	85mm	195mm
1/4 page – square	135mm	94mm
– horizontal	60mm	195mm

* 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.
 - or 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 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 for details on approved systems.
- Typesetting and make-up included in the Directory rate for first insertion or on contract renewal. Any subsequent copy change will be charged at the standard rate. Pre-payment required for one or two insertions on signing contract. Account facilities granted for larger schedules.



Aviation Business Asia Pacific is essential reading for everyone actively involved in the aviation, aerospace and airport business sector in Australia, New Zealand, South East Asia and the South Pacific. Aviation Business Asia Pacific reaches into the multi layers of managers and influential decisionmakers within airlines, airports, and associated corporate and government organisations. Aviation Business Asia Pacific provides news analysis, interviews with influential industry figures and comprehensive coverage of trends and issues. Major features throughout the year include fleet analysis, corporate aviation, the rotor industry, MRO, engines, employment and training as well as technology developments in security and IT infrastructure.



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. Ph: (02) 9281 2333 production@yaffa.com.au

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 (02) 9281 2333.

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business-consumer magazines

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