

Ad rates, deadlines and material sizes

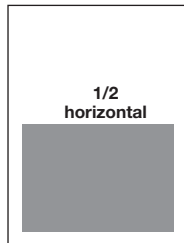
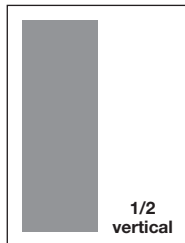
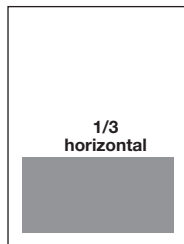
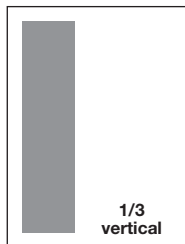
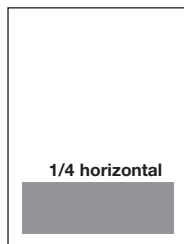
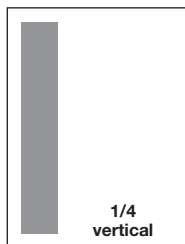
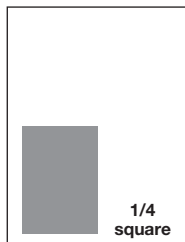
4 Colour	Casual	3x	6x
DPS	5200	4730	4250
Full page	2900	2630	2360
1/2 page	1610	1530	1400
1/3 page	1230	1180	1130
1/4 page	970	940	900
BCOVER	3620	3290	2960
IFC	3470	3160	2840
IBC	3330	3020	2720

Mono	Casual	3x	11x
Full page	2490	2360	2110
1/2 page	1300	1230	1100
1/3 page	910	890	820
1/4 page	650	620	610

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
Jan/Feb	5 Dec	12 Dec	15 Jan
March/Apr	6 Feb	13 Feb	10 Mar
May/June	6 Apr	14 Apr	11 May
July/Aug	5 Jun	12 Jun	10 July
Sept/October	5 Aug	12 Aug	10 Sept
Nov/Dec	6 Oct	13 Oct	10 Nov
Annual			
Directory	16 Jan	10 Feb	10 Mar

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.
- 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 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

Australian Security Magazine (previously Australian National Security Magazine) provides a respected editorial platform for the coverage of key security issues facing government at all levels and the corporate sector in Australia in the 21st century. ASM is interested in fostering the development of the national security industry in Australia and providing security management professionals with specific, indepth coverage of the major issues of organisational security, the protection of Australia's critical infrastructure assets and the issues affecting Australia's frontline agencies of law enforcement and emergency management. The magazine provides advertisers with the opportunity to reach influential security management professionals involved in recommending solutions to security challenges. The magazine is published monthly, with Dec/Jan combined.



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.

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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Yaffa

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