

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	12x
DPS	4270	4060	3650	3220
Full page	2560	2440	2190	1870
1/2 page	1650	1580	1430	1210
1/3 page	1330	1270	1130	970
1/4 page	1000	950	860	730

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Special Positions

Outside Back Cover plus 30%. All other specified positions, plus 20%.

4 Colour Classifieds Sizes	Per Issue Rate		
	1-3x	4-6x	7-12x
30 x 90mm	\$190	170	140
50 x 90mm	\$320	280	210
80 x 90mm	\$510	430	340

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
January	3 Nov	10 Nov	23 Dec
February	1 Dec	8 Dec	28 Jan
March	6 Jan	13 Jan	23 Feb
April	2 Feb	9 Feb	23 Mar
May	4 Mar	11 Mar	24 Apr
June	31 Mar	7 Apr	22 May
July	1 May	8 May	22 Jun
August	1 Jun	8 Jun	22 Jul
September	1 Jul	8 Jul	21 Aug
October	31 Jul	7 Aug	21 Sep
November	3 Sep	10 Sep	21 Oct
December	1 Oct	8 Oct	20 Nov

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	210mm
DPS trimmed*	297mm	420mm
1/2 page – vertical	256mm	90mm
– horizontal	127mm	185mm
1/3 page – vertical	256mm	57mm
– horizontal	80mm	185mm
1/4 page – square	127mm	90mm
– horizontal	60mm	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 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.

Australian Sailing is a monthly performance-sailing magazine with a deep-reaching appeal to all ages and disciplines of sail-boat racing. It is unique in the Southern Hemisphere and is recognized as the most authoritative performance sailing publication in Australia - a position which it has held for many years. *Australian Sailing* carries in-depth reports of major international events, all the big race-weeks and the latest triumphs of those at the top of the sport from international to club and youth level. It is read by the most competitive sailors seeking the latest innovations in kit, boat design, technology and information in a sport where learning is a lifetime's occupation. Purchasers are predominantly A, B & C1 males although there is an increasing number of female readers. *Australian Sailing* is the official media partner for many of Australia's best-known regatta weeks.



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: 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.

