



Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	12x
Full page	4260	3990	3780	3580
1/2 page	3370	3160	2980	2820
1/3 page	2740	2580	2430	2330
1/4 page	2220	2140	2040	2010
Front Cover	5150			

Mono	Casual	3x	6x	12x
Full page	2860	2740	2530	2340
1/2 page	2030	1850	1720	1590
1/3 page	1450	1340	1230	1130
1/4 page	1090	1000	940	850

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
January	25 Nov	2 Dec	7 Jan
February	21 Dec	8 Jan	2 Feb
March	25 Jan	1 Feb	1 Mar
April	23 Feb	1 Mar	1 Apr
May	25 Mar	1 Apr	30 Apr
June	23 Apr	30 Apr	1 Jun
July	25 May	1 Jun	1 Jul
August	23 Ju	1 Jul	30 Jul
September	23 Jul	30 Jul	1 Sep
October	23 Au	1 Sep	1 Oct
November	23 Sep	1 Oct	29 Oct
December	22 Oct	29 Oct	1 Dec

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Cover Advertisements & Inserts

All are subject to publisher's design and specifications approval prior to acceptance.

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

Special Positions

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

Special Colours

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour for a single page or part.

MATERIAL REQUIREMENTS

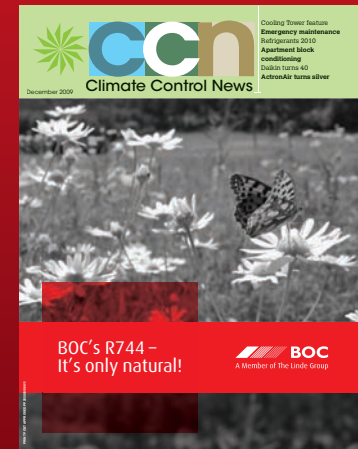
- Digital files can be electronically transferred via Adstream or Websend.
- By using the above methods it ensures immediate checking of material, guaranteed delivery and that the specifications are met correctly. Alternatively, you can email your PDF file to production@yaffa.com.au where your production 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.

CCN stands out on its own as the number one magazine for the Australian HVAC&R industry. Its bright, fresh format, in-depth analysis of issues and comprehensive coverage of news, views and technical topics makes it the industry's must-read magazine.

CCN offers unparalleled opportunities for marketers to boost their share of one of the nation's most dynamic, fastest growing industries.

The unique benefits CCN can offer companies of all shapes and sizes are:

- Wholly independent, incisive and entertaining news, features and columns by qualified journalists and key figures in the industry.
- Accent on lively newsy format provides the best forum for your industry message
- Only publication to offer saturation coverage across the vast HVAC&R spectrum.



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.

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.

