

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
DPS	4780	4490	4200
Full page	2580	2420	2270
1/2 page	1750	1660	1550
1/3 page	1370	1290	1210
1/4 page	1030	970	910

Mono	Casual	3x	6x
DPS	3640	3420	3190
Full page	1940	1810	1700
1/2 page	1320	1250	1150
1/3 page	1030	970	910
1/4 page	770	720	670

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Special Positions

Plus 20%.

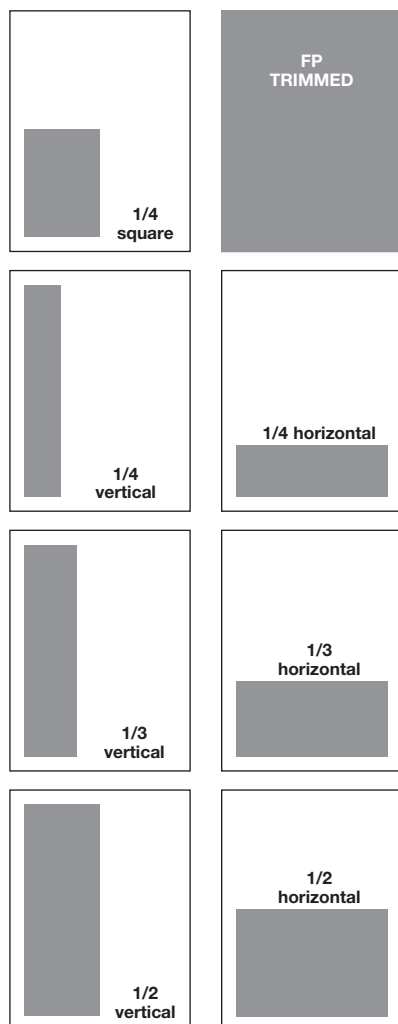
Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/ Mail Date
Jan/Feb	18 Nov	25 Nov	29 Dec
Mar/Apr	20 Jan	27 Jan	1 Mar
May/June	19 Mar	26 Mar	28 Apr
July/Aug	19 May	26 May	28 Jun
Sept/Oct	19 Jul	26 Jul	25 Aug
Nov/Dec	20 Sep	27 Sep	27 Oct

Material Sizes (mm)	Depth	Width
FP trimmed*	300mm	240mm
DPS trimmed*	300mm	480mm
2/3 page – vertical	277mm	130mm
1/2 page – vertical	272mm	106mm
– horizontal	134mm	213mm
1/3 page – vertical	272mm	67mm
– horizontal	90mm	213mm
1/4 page – square	134mm	106mm
– horizontal	67mm	213mm

* 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.



Capture is Australia's leading magazine for pro photographers. It is published bi-monthly covering all aspects of running a successful photography business, from equipment, studios and techniques, to staffing, marketing, copyright and legal issues. It reaches the whole photographic community, including editorial, advertising, wedding, photojournalism, events, fashion and portrait photographers, plus assistants and aspiring students - the pros of the future. No other magazine in the field has its circulation audited, and no other magazine covers the business and career issues of the pro market as thoroughly as Capture.



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

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.