

Ad rates, deadlines and material sizes

4 Colour DPS	Casual	3x	6x	12x
Full page	3260	3100	2790	2380
1/2 page	2110	2020	1810	1540
1/3 page	1700	1620	1450	1240
1/4 page	1280	1210	1090	940

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	\$215	190	165
50 x 90mm	\$365	325	270
80 x 90mm	\$580	515	435

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/ Mail Date
January	3 Nov	10 Nov	22 Dec
February	28 Nov	5 Dec	23 Jan
March	5 Jan	12 Jan	20 Feb
April	2 Feb	9 Feb	20 Mar
May	2 Mar	9 Mar	20 Apr
June	1 Apr	8 Apr	20 May
July	1 May	8 May	19 Jun
August	1 Jun	8 Jun	20 Jul
September	1 Jul	8 Jul	21 Aug
October	3 Aug	10 Aug	21 Sep
November	1 Sep	8 Sep	19 Oct
December	1 Oct	8 Oct	20 Nov

Material Sizes (mm)	Depth	Width
FP trimmed*	275mm	220mm
DPS trimmed*	275mm	440mm
1/2 page – vertical	245mm	95mm
– horizontal	121mm	195mm
1/3 page – vertical	245mm	62mm
– horizontal	80mm	195mm
1/4 page – square	121mm	94mm
– horizontal	58mm	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.

Cruising Helmsman, Australia's best-selling sailing magazine, is devoted exclusively to all types of cruising under sail. It focuses on cruising destinations and how to get the most out of them, expert practical advice on boat maintenance and real-life accounts from seasoned cruisers and their onboard experiences. *Cruising Helmsman* readers are an affluent and thinking audience who look forward to each issue as a sounding board for ideas and a reflection of their way of life. Many are so dedicated to the magazine it has an almost cult-like following. Advertisers can be assured of a mature and broad-reaching audience.



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.

