

# 2010 AVIATION GROUP

## Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
DPS	5890	5000	4420
Full page	3300	2950	2500
2/3 page	2510	2230	1890
1/2 page	2190	1970	1670
1/3 page	1330	1180	1030
1/4 page	1130	1030	880

Mono	Casual	3x	6x
Full page	2350	2110	1780
2/3 page	1780	1610	1340
1/2 page	1300	1170	990
1/3 page	950	880	720
1/4 page	680	650	550

### FLYER'S MARKETPLACE

121mm deep x 57 mm wide

Casual	3x	6x
550	450	350

### Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

### Preferred Position Loadings

30% Back Cover

20% Inside Front Cover

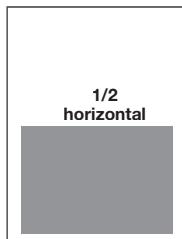
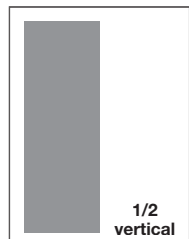
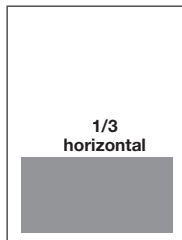
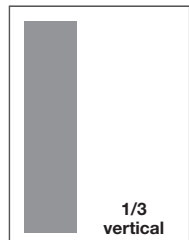
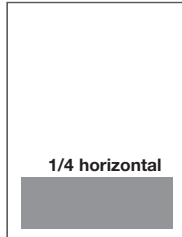
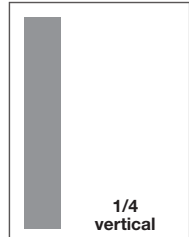
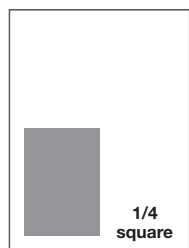
20% Inside Back Cover

15% All other specified positions

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Jan/Feb	9 Nov	16 Nov	17 Dec
Mar/Apr	13 Jan	20 Jan	19 Feb
May/June	9 Mar	16 Mar	16 Apr
Jul/Aug	7 May	14 May	16 Jun
Sep/Oct	6 Jul	13 Jul	16 Aug
Nov/Dec	9 Sep	16 Sep	18 Oct

Material Sizes (mm)	Depth	Width
FP trimmed*	275mm	220mm
DPS trimmed*	275mm	440mm
2/3 page – vertical	245mm	121mm
– horizontal	160mm	195mm
1/2 page – vertical	245mm	95mm
– horizontal	121mm	195mm
1/2 page – junior	195mm	121mm
1/3 page – vertical	245mm	62mm
– horizontal	80mm	195mm
1/4 page – square	121mm	94mm
– horizontal	58mm	195mm
1/8 page – horizontal	29mm	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](mailto: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](http://www.adstream.com.au). Alternatively, contact Websend on 03 8689 9000 or 1300 798 949 or look up their website [www.websend.com.au](http://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](http://www.3dap.com.au) for details on approved systems.

# FLYING AUSTRALIAN

Australian Flying is staffed by an experienced and dedicated team of writers and pilots who share a common goal: to inform, advise and entertain those whose passion is flying. Each issue offers hands-on tips to better flying as well as the latest technologies, accessories and techniques, and of course all the relevant news that affects the day to day operation of our aviation industry. Australian Flying is the ideal choice for your advertising dollar and is regularly supported by flying schools and aircraft and aircraft accessory manufacturers.



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.



Yaffa Publishing Group Pty Ltd  
business-consumer magazines

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