

## Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	11x
Full page	5490	4770	4590	4420
1/2 page	3440	3040	2940	2830
1/3 page	2870	2560	2480	2380
1/4 page	2180	1960	1890	1850
Front Cover	7300			

Mono	Casual	3x	6x	11x
Full page	4640	3930	3740	3580
1/2 page	2590	2190	2110	2000
1/3 page	2100	1790	1710	1600
1/4 page	1420	1190	1120	1100

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
February	8 Jan	15 Jan	15 Feb
March	8 Feb	15 Feb	17 Mar
April	10 Mar	17 Mar	19 Apr
May	12 Apr	19 Apr	17 May
June	10 May	17 May	15 Jun
July	8 Jun	15 Jun	14 Jul
August	8 Jul	15 Jul	13 Aug
September	8 Aug	15 Aug	15 Sep
October	8 Sept	15 Sept	15 Oct
November	8 Oct	15 Oct	15 Nov
December	8 Nov	15 Nov	15 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](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.

With a blend of cutting edge news, in-depth industry analysis, lively features and informative product reviews, foodService is the leading business publication for foodservice professionals. The rapid evolution of the foodservice industry makes foodService an essential source of information for the industry's key decision-makers. With a combined readership of more than 80,000; foodService is also a highly effective sales and marketing tool for the industry's leading corporations.



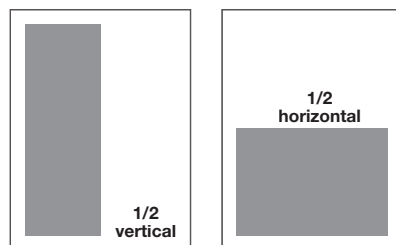
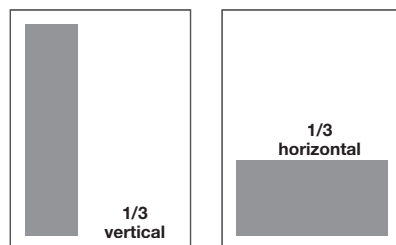
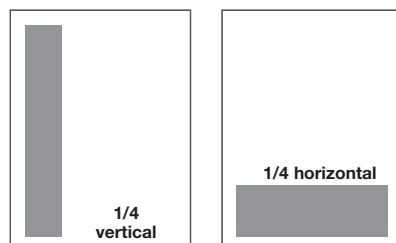
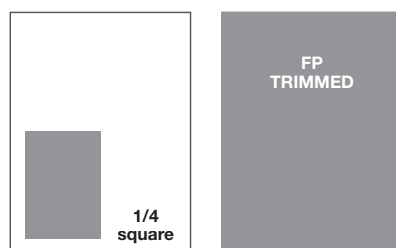
- A colour or black and white proof must be supplied. Yaffa will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance with 3DAP guide-lines. Please refer to the 3DAP web site [www.3dap.com.au](http://www.3dap.com.au) for details on approved systems.

Typesetting and 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: 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.



Email: [yaffa@yaffa.com.au](mailto:yaffa@yaffa.com.au) Internet: [www.yaffa.com.au](http://www.yaffa.com.au)

Tel: (02) 9281 2333 Fax: (02) 9281 2750 International Fax: 61 2 9281 2750

**Yaffa**

Yaffa Publishing Group Pty Ltd  
business+consumer magazines

**cab**