

# 2010

**B2B**  
GROUP

# Greetings & Gifts

## Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
Full page	2790	2620	2470
1/2 page	1700	1610	1540
1/3 page	1460	1290	1200
1/4 page	920	850	790
Front Cover	3640		

### Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

*NOTE: These prices do not include GST.*

### Special Positions

Outside Back Cover plus 15%. All other specified positions, plus 10%.

### Cover Advertisements & Inserts

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

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Jan/Feb	10 Dec	17 Dec	22 Jan
Mar/Apr	11 Feb	18 Feb	19 Mar
May/June	12 Apr	19 Apr	17 May
Jul/Aug	11 Jun	18 Jun	19 Jul
Sep/Oct	12 Aug	19 Aug	17 Sept
Nov/Dec	13 Oct	20 Oct	17 Nov

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

## 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.

With a guaranteed circulation of over 5,000 copies every issue, plus bonus distribution at all major Reed Gift Fairs, *Greetings & Gifts* covers every corner of the Australian market. *Greetings & Gifts* is distributed Australia-wide to owners and managers of gift and specialist greeting card shops, souvenir and post office shops, newsagents throughout Australia, duty free stores, hotel and airport shops, zoos and wildlife park shops, museums and art galleries, retail chain and department store buyers, manufacturers, importers and wholesalers. Readers value the magazine for its accurate reporting of industry developments, details on what's new in gift and card lines and the latest trends here and overseas. There are special product features, pages of expert retailing advice, supplier and store profiles, coverage of current events affecting the gift and card industry – and much more.



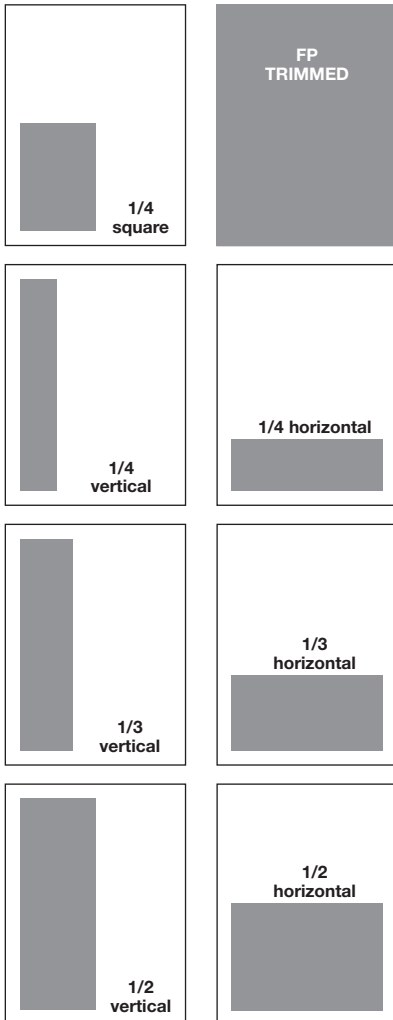
Make-up included in the Directory rate for first insertion or on contract renewal. Any subsequent copy change will be charged at the standard rate. Pre-payment required for one or two insertions on signing contract. Account facilities granted for larger schedules.

**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.



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

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**Yaffa**

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