

## Ad rates, deadlines and material sizes

4 Colour	Casual	3x	7x
DPS	4830	4470	4075
1/2 page DPS	2950	2725	2500
Full page	2685	2445	2270
2/3 page	2065	1900	1720
1/2 page	1475	1355	1250
1/3 page	1030	955	870
1/4 page	815	740	550

### Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

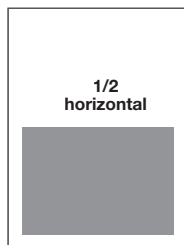
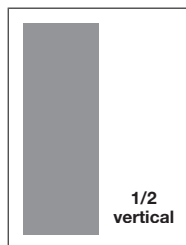
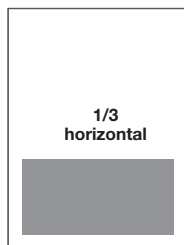
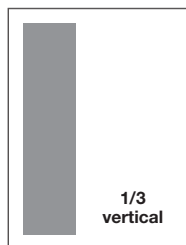
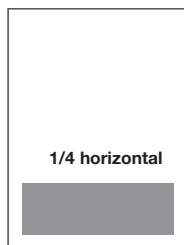
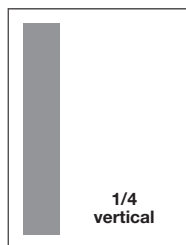
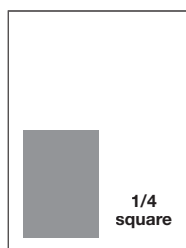
*NOTE: These prices do not include GST.*

### Directory

1/6 Page – 120mm deep x 57mm wide  
Maximum of two positions per edition.

Directory	Per Position Rate
1 only	325
3 pack	300
7 pack	275
14 pack	225

*NOTE: These prices do not include GST.*



Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Feb/Mar	10 Dec	17 Dec	25 Jan
April/May	16 Feb	23 Feb	24 Mar
June/July	16 Apr	23 Apr	21 May
The Annual	14 May	21 May	21 Jun
Aug/Sep	16 Jun	23 Jun	21 Jul
Oct/Nov	16 Aug	23 Aug	28 Sep
Dec/Jan	16 Oct	23 Oct	22 Nov

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	210mm
DPS trimmed*	297mm	420mm
1/2 page – vertical	256mm	90mm
– horizontal	127mm	185mm
1/3 page – vertical	256mm	57mm
– horizontal	80mm	185mm
1/4 page – square	127mm	90mm
– vertical	256mm	45mm
– horizontal	60mm	185mm

\* 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.

Great Walks magazine, the only Australian outdoors title exclusively devoted to bushwalking, includes fantastic travel features, spectacular photography, comprehensive gear guides, tips, advice and easy-to-use maps for people who like to get out and experience life the way nature intended - on foot. Great Walks is all about achievable aspirations: we show our readers the most amazing walking destinations, and let them know how easy it is to enjoy them. Our readers are motivated by social, health and wellbeing issues, not adrenalin. Our core readership is the key "Baby Boomer" generation - affluent, adventurous professionals. Great Walks is an ideal medium to reach this complex and media-savvy audience.



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.