

Ad rates, deadlines and material sizes

4 Colour	Casual	2x	4x
Full page	2380	2150	1990
2/3 page	1780	1610	1500
1/2 page	1580	1410	1320
Mono	Casual	2x	4x
Full page	1700	1550	1420
2/3 page	1280	1150	1060
1/2	960	870	810
1/3 page	700	630	590
1/4 page	520	440	430
1/6 page	420	400	330

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%.

Cover Date	Book/Cancel	Ad Material	Publish/
	Deadline	Deadline	Mail Date
Jan/Mar	6 Oct	13 Oct	19 Dec
Apr/Jun	7 Jan	14 Jan	27 Mar
Jul/Sep	9 Apr	16 Par	26 Jun
Oct/Dec	7 Jul	14 Jul	21 Sep

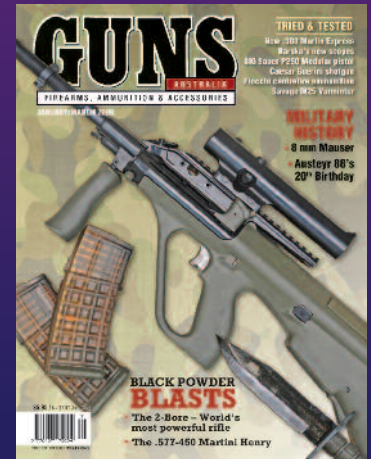
Material Sizes (mm)	Depth	Width
FP trimmed*	275mm	210mm
DPS trimmed*	275mm	420mm
2/3 page – vertical	245mm	121mm
– horizontal	160mm	185mm
1/2 page – vertical	245mm	90mm
– horizontal	121mm	185mm
1/3 page – vertical	245mm	57mm
– horizontal	80mm	185mm
1/4 page – square	121mm	90mm
– horizontal	58mm	185mm

* 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 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.

When it comes to delivering comprehensive reviews and the enjoyment of shooting and collecting, *Guns Australia* is clearly the market leader. Our experienced team of editors and writers pass on a wealth of knowledge in each and every issue. The readers of *Guns Australia* appreciate quality, but most of all they are committed to gun ownership and collecting, target shooting and hunting in Australia. *Guns Australia* is their magazine and they are constantly sourcing information from editorial and advertisements that help them in their chosen sport.



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.

