

2009

B2B GROUP

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	11x
Full page	4310	3830	3680	3540
1/2 page	3000	2730	2650	2540
1/3 page	2400	2178	2120	2032
1/4 page	1680	1525	1484	1423

Mono	Casual	3x	6x	11x
Full page	3140	2670	2510	2380
1/2 page	1810	1570	1460	1380
1/3 page	1240	1060	1000	930
1/4 page	940	790	750	700

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

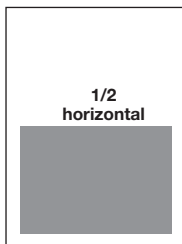
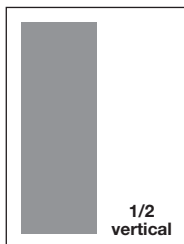
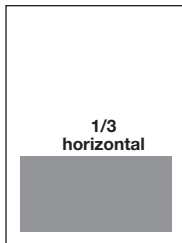
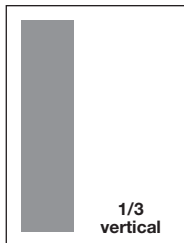
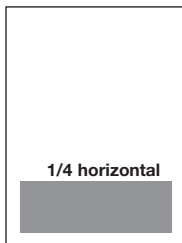
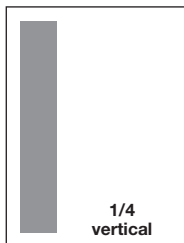
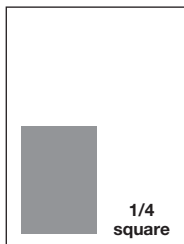
NOTE: These prices do not include GST.

Special Colours

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour for a single page or part.

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
February	8 Jan	15 Jan	16 Feb
March	2 Feb	9 Feb	13 Mar
April	2 Mar	9 Mar	14 Apr
May	1 Apr	8 Apr	13 May
June	1 May	8 May	12 Jun
July	2 Jun	9 Jun	13 Jul
August	2 Jul	9 Jul	11 Aug
September	3 Aug	10 Aug	14 Sep
October	1 Sep	8 Sep	14 Oct
November	1 Oct	8 Oct	13 Nov
December	2 Nov	9 Nov	14 Dec

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 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.

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.



The highest monthly circulation of any Australian hospital and aged care magazine, combined with respected, objective, editorial content ensures *Hospital & healthcare* is a cost-effective medium for reaching the decision-makers in all hospitals, public and private, day surgeries, community health providers and aged care facilities across the country. *Hospital & healthcare* covers all the important industry issues, technical developments, product trends and government initiatives, as well as providing case studies focussing on best practice methods and research advances. Covering the whole gamut of healthcare provision, an important element is the monthly focus on aged care issues. *Hospital & healthcare* is also recognised as providing more, regular, health ITC coverage than other publications. Circulating to over 8000 recipients every month (and with a readership estimated at five times that), *Hospital & healthcare* enables you to reach all the decision-makers in the buying equation with just one publication - a crucial advantage given the complexity of purchasing procedures in the health and aged care industries.



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.

Yaffa

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