

## Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	11x
Full page	1990	1790	1720	1650
1/2 page	1320	1230	1170	1110
1/3 page	1130	1050	1010	970
1/4 page	880	800	770	760

Mono	Casual	3x	6x	11x
Full page	1720	1540	1450	1390
1/2 page	1060	970	920	860
1/3 page	890	780	750	710
1/4 page	610	560	530	490

### 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%.

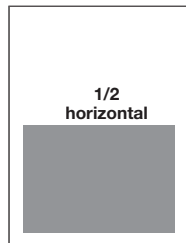
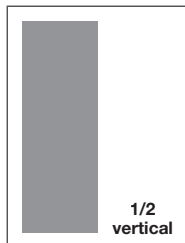
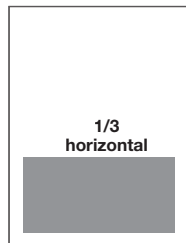
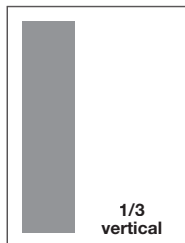
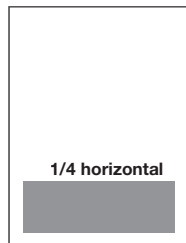
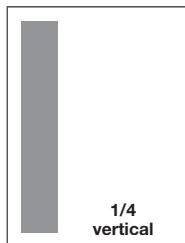
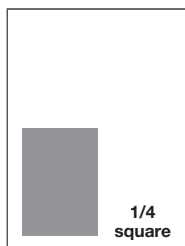
### Special Colours

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

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
January	27 Nov	4 Dec	8 Jan
February	22 Dec	6 Jan	4 Feb
March	29 Jan	5 Feb	5 Mar
April	1 Mar	8 Mar	6 Apr
May	29 Mar	7 Apr	4 May
June	28 Apr	6 May	3 Jun
July	28 May	4 Jun	5 Jul
August	28 Jun	5 Jul	2 Aug
September	28 Jul	4 Aug	3 Sep
October	30 Aug	6 Sep	5 Oct
November	27 Sep	5 Oct	1 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.

Marine Business is Australia's leading boating business magazine. A bright news format and detailed industry profiles ensures the magazine is mandatory reading for industry players. *Marine Business* is targeted at manufacturers, suppliers, distributors and retailers of pleasure boats, boating equipment and components, marina operators and associated marine businesses. *Marine Business* is the most effective way to reach the Australian boating industry. It also has a comprehensive website and weekly email newsletter. This provides advertisers with a unique and powerful print and online combination for reaching the boating industry nationally.



SEE SEPARATE RATE SHEET FOR WEBSITE AND ONLINE NEWSLETTER

SEE SEPARATE RATE SHEET FOR WEBSITE AND EMAIL NEWSLETTER

**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.