

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x
DPS	4740	4550	4370
Full page	2570	2450	2350
1/2 page	1750	1680	1610
1/3 page	1360	1310	1260
1/4 page	1030	980	940

Mono	Casual	3x	6x
DPS	3620	3460	3330
Full page	1920	1840	1770
1/2 page	1310	1260	1210
1/3 page	1030	980	940
1/4 page	770	750	710

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
Feb/Mar	18 Dec	24 Dec	3 Feb
April/May	24 Feb	3 Mar	31 Mar
June/July	23 Apr	30 Apr	1 Jun
Aug/Sept	24 Jun	1 Jul	3 Aug
Oct/Nov	24 Aug	31 Aug	2 Oct
Dec/Jan	23 Oct	30 Oct	2 Dec

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	210mm
DPS trimmed*	297mm	420mm
2/3 page – vertical	256mm	121mm
– horizontal	169mm	185mm
1/2 page – vertical	256mm	87mm
– horizontal	127mm	185mm
1/3 page – vertical	256mm	57mm
– horizontal	80mm	195mm
1/4 page – square	127mm	90mm
– horizontal	60mm	185mm

* please include 5mm bleed on full page and dps ads

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Special Positions

Plus 20%.

Front cover: Full page + 50% loading

Special Colours

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

SEE SEPERATE RATE SHEET FOR WEBSITE AND EMAIL NEWSLETTER

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.

Photo & Imaging News is Australia's only photo industry business magazine. Published bi-monthly with a controlled circulation, it is the major source of product information, news and business ideas for the photo retail industry. Photo & Imaging News is a must read for the retail industry, and a must advertise for manufacturers and distributors targeting the photo retail trade. It also has a comprehensive website and bi-weekly email newsletter. This provides advertisers with a unique and powerful print and online combination for reaching the retail photo market nationally.



Inserts: All are subject to publisher's approval prior to acceptance. Rates on application.

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.

