

# 2010

# B2B GROUP

## Ad rates, deadlines and material sizes

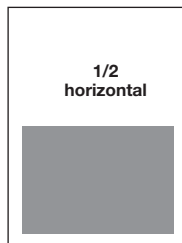
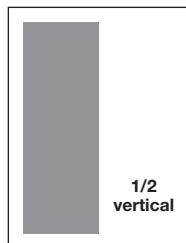
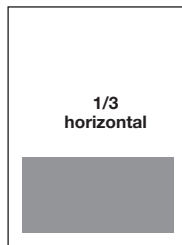
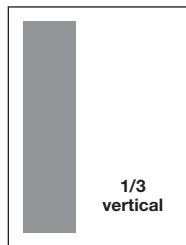
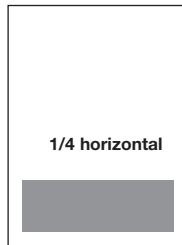
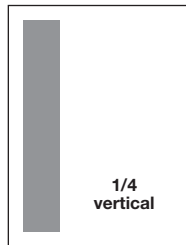
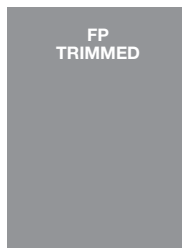
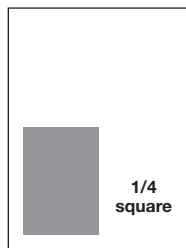
4 Colour	Casual	3x	6x	10x
Full page	4340	3750	3470	3270
1/2 page	3060	2660	2470	2330
1/3 page	2600	2080	1660	1340
1/4 page	2330	1870	1480	1180
Front Cover	6260			

Mono	Casual	3x	6x	10x
Full page	3120	2600	2500	2230
1/2 page	1670	1470	1360	1200
1/3 page	1380	1190	1090	990
1/4 page	900	790	710	640

### Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

*NOTE: These prices do not include GST.*



Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
February	4 Jan	11 Jan	5 Feb
March	29 Jan	5 Feb	5 Mar
April	1 Mar	8 Mar	7 Apr
May	29 Mar	6 Apr	5 May
June	29 Apr	6 May	4 Jun
July	28 May	7 Jun	7 Jul
August	28 Jun	5 Jul	4 Aug
September	29 Jul	5 Aug	6 Sep
October	27 Aug	3 Sep	6 Oct
Nov/Dec	11 Oct	18 Oct	17 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.

# PKN.

PACKAGING NEWS

PKN (Packaging News) remains the pre-eminent Australian-owned and published packaging monthly. On every level, PKN is pitched towards commercial end-users of packaging across the broad spectrum of manufacturing - from FMCGs to niche manufacturers. As an indispensable industry tool, PKN delivers a balanced editorial mix of news, industry analysis, case studies, topic-specific features and product reports, aimed at giving buyers and sellers the inside scoop on Australia's A\$7.5 billion p/a (and growing) packaging industry. PKN's comprehensive and highly-regarded annual industry Directory is published in May and remains the most effective one-stop reference tool for the packaging industry in Australia.



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: 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**

Yaffa Publishing Group Pty Ltd  
business+consumer magazines

Email: [yaffa@yaffa.com.au](mailto:yaffa@yaffa.com.au) Internet: [www.yaffa.com.au](http://www.yaffa.com.au)

Tel: (02) 9281 2333 Fax: (02) 9281 2750 International Fax: 61 2 9281 2750

