



Australian Flying is staffed by an experienced and dedicated team of writers and pilots who share a common goal: to inform, advise and entertain those whose passion is flying. Each issue offers hands-on tips to better flying as well as the latest technologies, accessories and techniques, and of course all the relevant news that affects the day to day operation of our aviation industry. Australian Flying is the ideal choice for your advertising dollar and is regularly supported by flying schools and aircraft and aircraft accessory manufacturers.

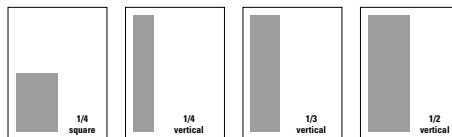
& WEBSITE E-NEWSLETTER



To subscribe to our e-newsletter or to advertise online go to www.australianflying.com.au to check out our online rates.

4 COLOUR	CASUAL	3X	6X
DPS	3950	3540	2980
Full page	2470	2210	1870
2/3 page	1870	1690	1410
1/2 page	1370	1230	1040
1/3 page	1000	930	760
1/4 page	710	680	580

COVER DATE	BOOK/ CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/ MAIL DATE
Jan/Feb	14 Nov	14 Nov	22 Dec
Mar/Apr	18 Jan	25 Jan	24 Feb
May/June	12 Mar	19 Mar	18 Apr
Jul/Aug	11 May	18 May	20 Jun
Sep/Oct	10 Jul	17 Jul	20 Aug
Nov/Dec	14 Sep	21 Sep	23 Oct



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.

SPECIAL POSITIONS

OBC plus 30%. All others - 20%.

COVER ADVERTISEMENTS AND INSERTS

All are subject to publisher's design an specifications approval prior to acceptance.

INSERTS

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

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.

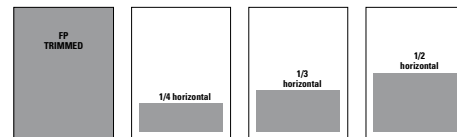
MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	275	440
FP trimmed*	275	220
1/2 page vertical	245	95
1/2 page horizontal	121	195
1/3 page vertical	245	62
1/3 page horizontal	80	195
1/4 page horizontal	58	195
1/4 page square	121	94
1/2 page junior	195	121

* please include 5mm bleed on FP and DPS ads

FLYER'S MARKETPLACE

121mm deep x 57 mm wide

Casual	3x	6x
550	450	350



MATERIAL DELIVERY

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

MATERIAL REQUIREMENTS

- » Digital files can be electronically transferred via Adstream or Websend.
- » 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.
- » Material supplied on CD/DVD and not saved as a PDF must be in Mac format, as an 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/ TIFF files are supplied with all colours created in CMYK. Yaffa will reject files that contain True Type fonts. All spot colours will be automatically converted to CMYK.
- » Scanned images must be in CMYK with a minimum resolution of 280-300dpi at their final print size.t

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