

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	12x
Full page	3760	3390	3220	2920
1/2 page	2720	2500	2390	2200
1/3 page	2410	2000	1910	1750
1/4 page	1670	1450	1320	1220
Front Cover	3970			

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.

Special Positions

Outside Back Cover plus 15%. All other specified positions, plus 10%.

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
January	8 Dec	15 Dec	18 Jan
February	12 Jan	19 Jan	17 Feb
March	11 Feb	18 Feb	18 Mar
April	12 Mar	19 Mar	19 Apr
May	12 Apr	19 Apr	17 May
June	10 May	17 May	15 Jun
July	10 Jun	17 Jun	16 Jul
August	12 Jul	19 Jul	18 Aug
September	11 Aug	18 Aug	17 Sep
October	12 Sep	19 Sep	18 Oct
November	11 Oct	18 Oct	15 Nov
December	10 Nov	17 Nov	17 Dec

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	220mm
DPS trimmed*	297mm	440mm
2/3 page – vertical	277mm	130mm
– horizontal	169mm	195mm
1/2 page – vertical	277mm	95mm
– horizontal	135mm	195mm
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

FP TRIMMED

1/4 square

1/4 vertical

1/4 horizontal

1/3 vertical

1/3 horizontal

1/2 vertical

1/2 horizontal

Cover Advertisements & Inserts

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

Stationery News Trade Directory

In addition to the magazine the Stationery News Buyers' Guide is published each December. This is a comprehensive computer-based source book of products, suppliers and services for the stationery industry. Advertising rates and specifications are identical to the magazine, and contract advertisers can advertise in the Buyers' Guide at their magazine contract rate.

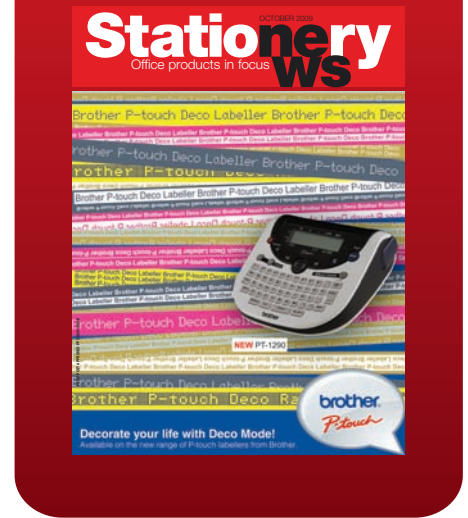
MATERIAL REQUIREMENTS

- 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.

With a guaranteed circulation of 5,000 copies every month, *Stationery News* provides advertisers access to the buyers in each important link of the Australian & New Zealand stationery and office product reseller chain, including:

- Office product dealers
- Stationery and office supply wholesalers
- Stationery retailers, superstores and mail order houses
- Newsagents throughout Australia
- Retail chain and department store buyers
- Manufacturers, importers and agents.

Readers value the magazine for its accurate coverage of industry trends – special product features; supplier profiles; comprehensive overseas fair reports; people and places. Plus, a most comprehensive and highly regarded annual Trade Directory is published with the December issue.



- 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.
- 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.