

Ad rates, deadlines and material sizes

| 4 Colour | Casual | 3x | 6x | 12x |
|-------------|--------|------|------|------|
| Full page | 3620 | 3250 | 3100 | 2800 |
| 1/2 page | 2620 | 2400 | 2290 | 2120 |
| 1/3 page | 2310 | 1920 | 1830 | 1690 |
| 1/4 page | 1610 | 1390 | 1260 | 1180 |
| Front Cover | 4380 | | | |

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 | 11 Dec | 18 Dec | 22 Jan |
| February | 9 Jan | 16 Jan | 19 Feb |
| March | 5 Feb | 12 Feb | 16 Mar |
| April | 3 Mar | 10 Mar | 15 Apr |
| May | 3 Apr | 10 Apr | 14 May |
| June | 4 May | 11 May | 15 Jun |
| July | 11 Jun | 18 Jun | 15 Jul |
| August | 13 Jul | 20 Jul | 12 Aug |
| September | 12 Aug | 19 Aug | 14 Sep |
| October | 13 Sep | 20 Sep | 14 Oct |
| November | 12 Oct | 19 Oct | 13 Nov |
| December | 11 Nov | 18 Nov | 15 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

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

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.



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.

Typesetting and 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: 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.

