

ONLINE AD RATES & MATERIAL SIZES 2012

PAGE/SECTION AD SIZE MONTHLY

HOMEPAGE / NEWS

	950	700
Leaderboard	950	700
Small Island	500	400
Tile	350	200

RUN OF SITE

- All rates exclude 10% GST: rates effective at time of printing
- Send your ad through to irisnery@yaffa.com.au

TILES

- 150 (w) x 150 (h) pixels in dimension
- Maximum file size 39K
- Include click-through URL
- Files can be Flash (swf files), static GIFs or animated GIFs.
- If supplying Flash files a backup GIF must also be supplied.
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternate GIF file supplied.
- Animation must not contain strobing effects.
- Looping should be continuous
- The creative should not disable fields or functionality of the site.
- The creative should not disable browser back buttons or force any plugins to be downloaded.
- Material deadline 5 days prior.

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- Material deadline 5 days prior.

LEADERBOARD

- 728 (w) x 90 (h) pixels in dimension
- Maximum file size 39K
- Include click-through URL
- Files can be Flash (swf files), static GIFs or animated GIFs.
- If supplying Flash files a backup GIF must also be supplied.
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternate GIF file supplied.
- Animation must not contain strobing effects.
- Looping should be continuous
- The creative should not disable fields or functionality of the site.
- The creative should not disable browser back buttons or force any plugins to be downloaded.
- Material deadline 5 days prior.

SMALL ISLAND

- 300 (w) x 250 (h) pixels in dimension
- Maximum file size 39K
- Include click-through URL
- Files can be Flash (swf files), static GIFs or animated GIFs.
- If supplying Flash files a backup GIF must also be supplied.
- The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the

E-NEWSLETTER

There is one banner spot on each newsletter

SIZE MONTHLY

- Banner 650
- Tower 450
- Tile 250

*All rates exclude 10% GST: Rates effective at time of printing.

TILES

- 150 (w) x 150 (h) pixels in dimension
- Maximum file size 39K
- Include click-through URL
- Files can be static GIF or animated GIF files ONLY.
- Material deadline 5 days prior.

TOWER

- 150 (w) x 450 (h) pixels in dimension
- Maximum file size 39K
- Include click-through URL
- Files can be static GIF or animated GIF files ONLY.
- Material deadline 5 days prior.

BANNER

- 468 (w) x 60 (h) pixels in dimension
- Maximum file size 39K
- Include click-through URL
- Files can be static GIF or animated GIF files ONLY.
- Material deadline 5 days prior.

If submitting flash files, contact Jennie Maclaren prior to submission.



CONTACT

National Advertising Manager
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 P: (02) 9213 8342
 E: jenniemaclaren@yaffa.com.au

www.stationerynews.com.au



Yaffa Publishing Group Pty Ltd
 business+consumer magazines

YAFFA 02/2012

Stationery News is the leading publication for Australia's office products industry covering market developments of interest to manufacturers, distributors, resellers and retailers.

Available in print and online, the magazine provides an avenue through which suppliers can reach independent resellers and newsagents directly with news on their products and promotions.

Stationery News is a key source of information for resellers and newsagents for growing their businesses and sourcing supplies.

The magazine is published monthly, and complemented by a weekly online newsletter and a dynamic website.

Editorial content covers company and product news, business tips, sales and marketing advice and in-depth features on key industry categories to ensure readers have a comprehensive picture of the office supplies business.

REGULAR SECTIONS

NEWS: Up to date coverage of news on people and companies in the office products industry.

NEWS EXTRA: Covering industry events and expos, including the popular and exciting Reseller of the Year Awards program.

INTERVIEWS: Face to face with key players on the stationery scene.

COMPANY PROFILES: A closer look at the businesses of dealers and suppliers.

PRODUCT FEATURES: Insights into developments in a specific product category.

NEW PRODUCTS: Update on innovations that have made it to market.

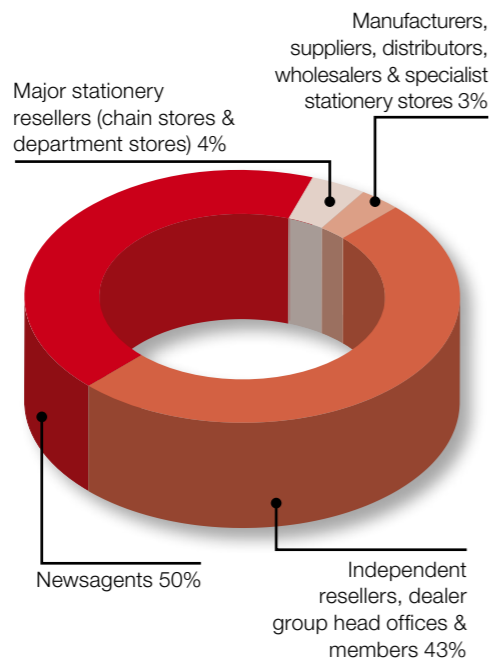
SALES TECHNIQUES: Sound advice on how to optimise your salesforce.

DIRECTORY: published annually, a comprehensive listing of products, brand names and suppliers



READERSHIP & DISTRIBUTION

Stationery News targets business owners, marketing and sales executives, and senior management.



CIRCULATION: 5000+
READERSHIP: 25,000
(Publisher's Statement)

FEATURES 2012

JANUARY

- Computer Accessories & Consumables
- Paper & Paper Based Products

FEBRUARY

- Writing Instruments & Accessories
- Conference & Presentation Supplies

MARCH

- Stamps, Tapes & Adhesives

APRIL

- Diaries, Organisers & Planners

MAY

- Office Organisation & Filing
- Business Machines & MFDs (Multifunctional Devices)

JUNE

- Newsagency Focus
- Writing Instruments & Accessories

JULY

- Paper & Paper Based Products
- Office Furniture & Fit Out

AUGUST

- Printer Consumables
- Arts & Craft

SEPTEMBER

- Back to School

OCTOBER

- Desk Accessories
- Labelling

NOVEMBER

- Writing Instruments & Accessories
- Environmentally Friendly

DECEMBER

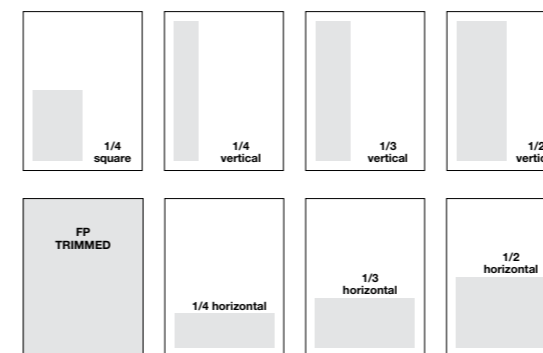
- Stationery News Directory
- Corporate Profiles

4 COLOUR	CASUAL	3X	6X	11X
Full page	3950	3560	3390	3070
1/2 page	2860	2630	2510	2320
1/3 page	2530	2100	2010	1840
1/4 page	1750	1520	1390	1290
F. Cover	4170			

COVER DATE	BOOK/CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/MAIL DATE
Jan	8 Dec	15 Dec	19 Jan
Feb	11 Jan	18 Jan	17 Feb
Mar	9 Feb	16 Feb	19 Mar
Apr	9 Mar	16 Mar	20 Apr
May	11 Apr	18 Apr	18 May
Jun	8 May	15 May	19 Jun
Jul	7 Jun	14 Jun	16 Jul
Aug	9 Jul	16 Jul	17 Aug
Sept	8 Aug	15 Aug	17 Sep
Oct	10 Sep	17 Sep	17 Oct
Nov	8 Oct	15 Oct	15 Nov
Dec	8 Nov	15 Nov	17 Dec

MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	297	440
FP trimmed*	297	220
1/2 page vertical	277	95
1/2 page horizontal	135	195
1/3 page vertical	277	60
1/3 page horizontal	85	195
1/4 page horizontal	60	195
1/4 page square	135	94

* please include 5mm bleed on FP and DPS ads



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: +30%. All others: +20%.

COVER ADVERTISEMENTS AND INSERTS

All are subject to publisher's design and 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 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.

CONTACT

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