

Ad rates, deadlines and material sizes

4 Colour	Casual	3x	6x	12x
DPS	4270	4060	3650	3220
Full page	2560	2440	2190	1870
1/2 page	1660	1580	1430	1210
1/3 page	1330	1270	1130	970
1/4 page	1000	950	860	720

Ad Agency Commission

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

Special Positions

Outside Back Cover plus 30%. All other specified positions, plus 20%.

4 Colour Classifieds Sizes	Per Issue Rate		
	1-3x	4-6x	7-12x
Single column cm	\$35	30	25
6 cm x 1 col	\$195	165	135
12cm x 1 col	\$385	320	255
3cm x 2 col	\$195	165	135
6cm x 2 col	\$390	320	255

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/Mail Date
January	27 Oct	3 Nov	15 Dec
February	1 Dec	8 Dec	29 Jan
March	5 Jan	12 Jan	25 Feb
April	3 Feb	10 Feb	25 Mar
May	4 Mar	11 Mar	24 Apr
June	6 Apr	14 Apr	25 May
July	4 May	11 May	24 Jun
August	5 Jun	12 Jun	27 Jul
September	6 Jul	13 Jul	26 Aug
October	6 Aug	13 Aug	25 Sep
November	4 Sep	11 Sep	28 Oct
December	6 Oct	13 Oct	19 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 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.
- 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.

Australasian Yachting offers unique access to the exclusive top-end of big boat sailing. Its highly targeted readership offers advertisers a rare opportunity to appeal to this niche market of high net-worth, money-rich/time-poor yacht owners. Major decision makers in their business lives, they have active and affluent lifestyles and are avid consumers of a whole range of après-sail gear, holidays, cars and luxury goods, many of which are reflected in the content of this highly respected magazine. Re-launched in 2004 with increased production values and greater pagination to reflect the premium value of the title, it now encompasses more lifestyle elements of the market as well as the core sporting values. *Australasian Yachting* is the official media partner for some of Australia's premier sailing regattas.



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.

