

PRINTMAKING / WORKS ON PAPER / DIGITAL ART / ARTISTS' BOOKS

### 2018 Advertising schedule

| issue              | booking    | artwork due |
|--------------------|------------|-------------|
| March / Autumn     | 17 January | 24 January  |
| June / Winter      | 18 April   | 24 April    |
| September / Spring | 18 July    | 25 July     |
| December / Summer  | 17 October | 24 October  |



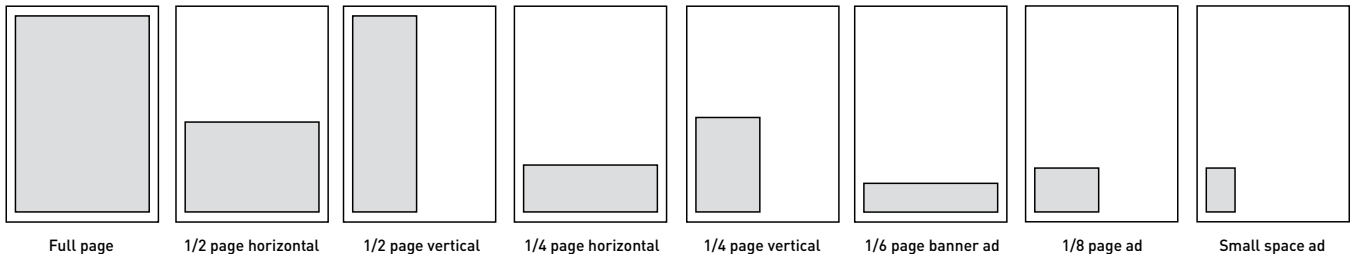
### Advertising rates

| advertisement size | per issue | per 4 issues |
|--------------------|-----------|--------------|
| Full page colour   | \$1,223   | \$1,103      |
| Full page b+w      | \$693     | \$651        |
| 1/2 page colour    | \$819     | \$772        |
| 1/2 page b+w       | \$467     | \$425        |
| 1/4 page colour    | \$452     | \$410        |
| 1/4 page b+w       | \$257     | \$231        |
| 1/6 page ad colour | \$263     | \$242        |
| 1/6 page ad b+w    | \$158     | \$142        |
| 1/8 page ad colour | \$226     | \$205        |
| 1/8 page ad b+w    | \$126     | \$116        |
| Small space colour | \$126     | NA           |
| Small space b+w    | \$84      | NA           |

All prices include GST

### Specifications

| mechanical details  | (h x w) type/mm   |
|---------------------|---|
| Full page           | Text area – 267 x 186, Trim 297 x 210<br>add 3mm bleed on all sides if required |
| 1/2 page horizontal | 130 x 186   |
| 1/2 page vertical   | 267 x 91  |
| 1/4 page horizontal | 62 x 186  |
| 1/4 page vertical   | 130 x 91  |
| 1/6 page horizontal | 40 x 186  |
| 1/8 page horizontal | 62 x 91   |
| Small space ad      | 62 x 43   |



### Inserts

|                | per issue |
|----------------|-----------|
| Australia-wide | \$525     |
| One state only | pro rata  |

Printed by advertiser and delivered to IMPRINT mail house two weeks prior to publication date.

### Print ready artwork

All artwork is to be supplied as a high resolution PDF file with fonts embedded/outlined, 300 dpi. Indicate dimensions/size of advertisement booked. All images, logos and text must to be supplied CMYK.

### Additional charges

If you are unable to supply artwork for advertising, please ask about IMPRINT's low-cost design services. **Additional charges also apply for changes to existing artwork.**



#### PCA. e-newsletter advertising

Emailed monthly to PCA membership.  
\$60 members \$120 non members  
(workshops, calls for artists, print exchanges).  
Email jpeg image and text by last day of every month for following month's e-newsletter to  
**imprintadvertising@printcouncil.org.au**

### Email material to Print Council of Australia Inc

imprintadvertising@printcouncil.org.au  
p: +61 3 9416 0150 • www.printcouncil.org.au

