

CONTACT AUSTRALASIA

Print run is currently 2000 copies distributed throughout Australia and New Zealand to 750+ members, construction faculty staff at approx. 25 university and tafe colleges and various construction industry contacts and offices.

ADVERTISING RATES

<i>Page Listing</i>	<i>Dimension</i>	<i>Cost 1 issue only</i>	<i>Cost 2 consecutive issues</i>	<i>Cost 3 or more consecutive issues</i>
Half page Ad	19.5 cm wide by 13.5 cm high ~ 260 sq cm	\$550	\$520	\$495
Quarter page Ad	across 2 columns 13cm wide by 10 cm high ~ 130 sq cm	\$300	\$285	\$270
Half column	6 cm wide by 13.5 cm high ~ 80 sq cm	\$220	\$210	\$200
Quarter column	6 cm wide by 7 cm high ~ 40 sq cm.	\$180	\$170	\$160
If someone has a standard ad that does not fit these dimensions	provided it fits either 1, 2 or 3 column widths	\$ pro rata	\$ pro rata	\$ pro rata
Loose Insert	As provided by advertiser - price dependent on whether state or national distribution & size/weight of insert	\$ negotiable	\$ negotiable	\$ negotiable

ADVERTISING SPECIFICATIONS

- High resolution pdf is the preferred format (300 dpi).
- 100% size (as per the dimensions for the sizes of ad noted above). You can shrink pdfs if necessary, but they lose quality if you need to enlarge.
- Fonts should be embedded or outlined.
- If any photos are used they need to be converted to CMYK.

If you do require assistance from a graphic designer then we are happy to put you in touch with our designer for a quote; About Print. About Print charge \$70 hr for designing fees.