

# RATE CARD

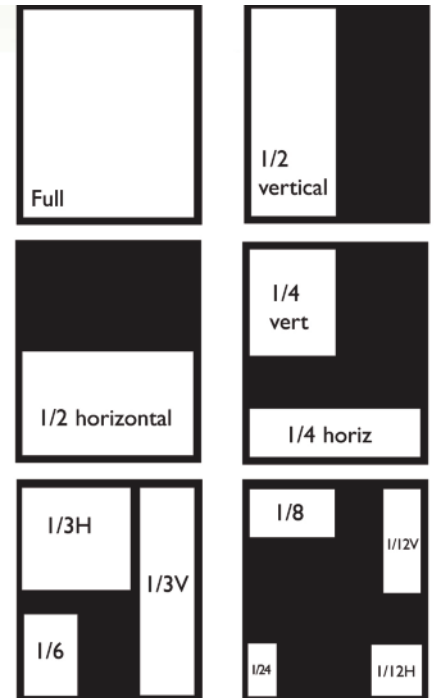
Effective 1 July 2009

## Artwork Specifications

Advertisers supplying FINISHED ARTWORK should note that artwork should be supplied at least 4 working days prior to publication on zip disks or CD-ROMs as Quark, Photoshop or Illustrator files (including all high resolution images, logos and fonts). **Colour mode must be CMYK or greyscale.** Artwork can be supplied via email in .jpeg or high resolution .pdf format. Artwork must be correct size or charge will be incurred.

**PLEASE EMAIL ARTWORK TO: [ads@alternativemediagroup.com](mailto:ads@alternativemediagroup.com)**

For artwork created inhouse, a nominal fee will be charged and all elements of advertising must be supplied at least 6 working days prior to publication. Proofs must be approved within 3 working days of publication.



## RATES & SIZES

SIZES	Width x Height	RATES / WEEK					
		1x	3x	6x	12x	26x	52x
Back Cover	261 x 330mm	\$3,025	\$2,571	\$2,313	\$2,083	\$1,978	\$1,880
Full Page	261 x 320mm	\$2,521	\$2,142	\$1,928	\$1,736	\$1,648	\$1,566
1/2 Vertical	128 x 320mm	\$1,415	\$1,203	\$1,083	\$974	\$926	\$879
1/2 Horizontal	261 x 158mm	\$1,415	\$1,203	\$1,083	\$974	\$926	\$879
Cover Strip	261 x 50mm	\$1,030	\$872	\$789	\$706	\$673	\$640
1/3 Vertical	84 x 320mm	\$944	\$802	\$722	\$650	\$618	\$586
1/4 Vertical	128 x 158mm	\$740	\$628	\$566	\$509	\$483	\$460
1/4 Horizontal	261 x 77mm	\$740	\$628	\$566	\$509	\$483	\$460
1/6 Vertical	84 x 158mm	\$493	\$419	\$377	\$340	\$322	\$306
1/8 Horizontal	128 x 77mm	\$401	\$341	\$307	\$276	\$262	\$249
1/12 Vertical	40 x 158mm	\$267	\$227	\$204	\$184	\$174	\$165
1/12 Horizontal	84 x 77mm	\$267	\$227	\$204	\$184	\$174	\$165
1/24 Vertical	40 x 77mm	\$134	\$114	\$103	\$92	\$88	\$83