

# RATE CARD

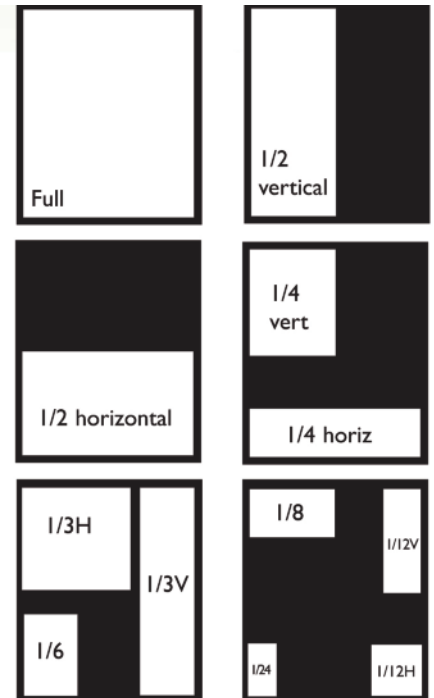
Effective 1 July 2010

## 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	\$3,116	\$2,648	\$2,383	\$2,145	\$2,037	\$1,936
Full Page	261 x 320mm	\$2,597	\$2,207	\$1,986	\$1,788	\$1,698	\$1,613
1/2 Vertical	128 x 320mm	\$1,457	\$1,239	\$1,115	\$1,004	\$954	\$906
1/2 Horizontal	261 x 158mm	\$1,457	\$1,239	\$1,115	\$1,004	\$954	\$906
Cover Strip	261 x 50mm	\$1,061	\$899	\$813	\$727	\$693	\$659
1/3 Vertical	84 x 320mm	\$972	\$827	\$744	\$669	\$636	\$604
1/4 Vertical	128 x 158mm	\$762	\$647	\$583	\$525	\$498	\$473
1/4 Horizontal	261 x 77mm	\$762	\$647	\$583	\$525	\$498	\$473
1/6 Vertical	84 x 158mm	\$508	\$431	\$389	\$350	\$332	\$315
1/8 Horizontal	128 x 77mm	\$413	\$351	\$316	\$284	\$270	\$256
1/12 Vertical	40 x 158mm	\$275	\$234	\$211	\$189	\$179	\$170
1/12 Horizontal	84 x 77mm	\$275	\$234	\$211	\$189	\$179	\$170
1/24 Vertical	40 x 77mm	\$138	\$117	\$106	\$95	\$90	\$86