

Tasmanian Prime Times

A quarterly magazine for the over 50's

ADVERTISING RATES (plus GST) – All full colour, glossy

2011

Cost per insertion

	Casual	2 Issues	4 Issues
Full page –	\$2,125	\$1,980	\$1,810
Half page –	\$1,165	\$1,085	\$990
Quarter page –	\$595	\$555	\$510
Eighth page –	\$310	\$290	\$265

Inserts available – quotes on request.

Copy deadlines: 2 weeks before publication date.

**For more information
contact Ron Limb**

Preferred positions

Inside front cover –	15%
Outside back cover –	15%
Inside back cover –	10%
Front cover strap -	30%
Contents page strap–	20%
Preferred positions –	10%

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PRODUCTION CHARGES

Your advertisement can be designed and created by our own production staff if required.

The charge would be based on 10% of the cost of the advertising space purchased.

If the advertisement is particularly complex or requires multiple alterations, there may be an additional charge.

ADVERTISEMENT SIZES

(H x W in mm)

FULL PAGE (bleed off)	A4 plus	307 x 220 (trim 297 x 210)
FULL PAGE	Internal page border	273 x 186
HALF PAGE	Horizontal	130 x 186
HALF PAGE	Vertical	265 x 91
QUARTER PAGE	Horizontal	63 x 186
QUARTER PAGE	Vertical	130 x 91
ONE EIGHT PAGE	Standard	63 x 91

SPECIFICATIONS

Ad Text: Best supplied typed directly in the body of an email, or attached as a text document.

There is no need to format it. **We can not use MS publisher or word documents for publication!**

Photos: must be CMYK (not RGB) @ 300dpi. Non-compressed JPG, TIF or EPS files are fine.

Lineart: TIF format preferred at 800 dpi.

For best results, items which require scanning should be larger than the final printed size and of high quality.

Fonts: need to be embedded in sent PDF or EPS files! Any specially requested fonts will need to be supplied if we are making your ad (windows version).

“Camera Ready” Ads: If supplying a complete, finished ad, a PDF should be produced using Acrobat Distillers “Press Quality” default setting.

The maximum size of combined files in an email should not exceed 6mb.

All material in relation to advertising or any queries should be sent to: info@primetimes.com.au

Tasmanian Prime Times cannot accept responsibility for the printed quality of digitally supplied material over which it has no control.