

BRAHMAN news



2012 Media Kit

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CIRCULATION	2300
FREQUENCY	Tri-Monthly
DISTRIBUTION	Members and Subscribers of the Association

2012 ADVERTISING RATES - Prices include artwork (No Agency Discounts)

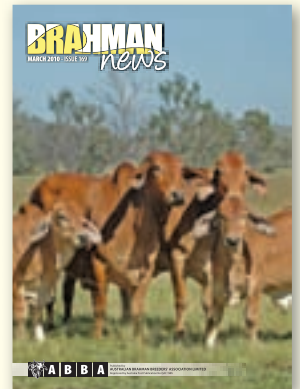
		<i>Incl GST</i>	<i>Ex GST</i>
FULL PAGE	Full Colour	\$682.00	\$620.00
	Black & White	\$318.00	\$289.00
	Selected Position	\$732.00	\$665.45
1/2 PAGE	Full Colour	\$456.50	\$415.00
	Black & White	\$170.50	\$155.00
1/4 PAGE	Full Colour	\$286.00	\$260.00
	Black & White	\$93.50	\$85.00
SPOT COLOUR	Any size ad	\$66.00	\$60.00
COVER	Inside Cover	\$737.00	
	Back Cover	\$797.50	
BREEDERS' DIRECTORY			
	Large (per year)	\$99.00	\$90.00
	Small (per year)	\$55.00	\$50.00
CLASSIFIEDS	\$4.40/col cm	+\$55 spot colour +\$165 full colour	
INSERTS	With colour advert	\$385.00	\$350.00
	With no advert	\$550.00	\$500.00

2012 DEADLINES

Issue	Booking Deadline	Material Deadline	Supplied Artwork Deadline
March	3rd February	10th February	20th February
June	4th May	11th May	21st May
September	3rd August	10th August	20th August
December	2nd November	9th November	19th November

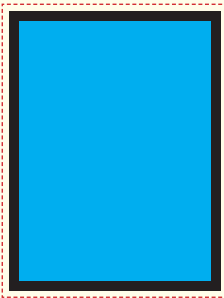
CONTACT

Liz Tait
Ph: 07 4921 2506 • Email: liz@brahman.com.au



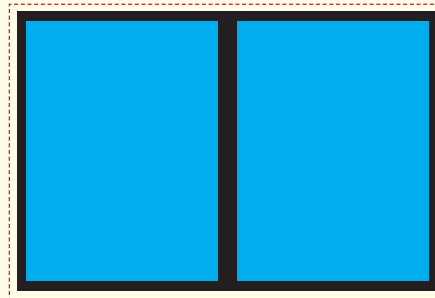
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MATERIAL SPECIFICATIONS



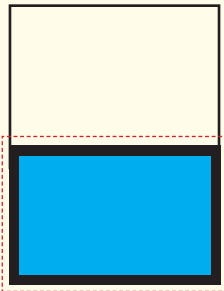
Full Page

Trim 297mm x 210mm wide
Type 277mm x 190mm wide
(Allows for a 10mm margin)
Bleed 307mm x 220mm wide



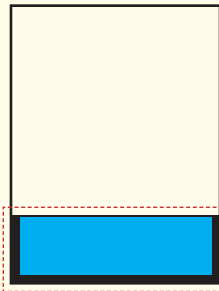
Double Page Spread

Trim 297mm x 420mm wide
Type 277mm x 400mm wide
(Allows for a 10mm margin)
Bleed 307mm x 430mm wide



Half Page Horizontal

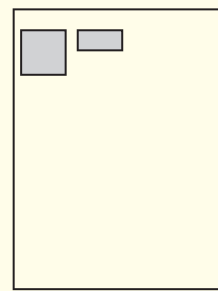
Trim 148mm x 210mm wide
Type 128mm x 190mm wide
(Allows for a 10mm margin)
Bleed 158mm x 220mm wide



1/4 Page Horizontal

Trim 74mm x 210mm wide
Type 65mm x 190mm wide
(10mm margin left & right,
5mm bottom, 3mm top)
Bleed 79mm x 220mm wide

BREEDERS' DIRECTORY



Large 60mm x 60mm wide

Small 30mm x 60mm wide

MATERIAL SUPPLY

Prices include artwork designed by Brahman Graphics.

Finished artwork preferably supplied as PDF. High resolution PDF created through Acrobat Distiller using press optimised job options. All fonts should be embedded in the PDF file. Illustrator files should be converted to outlines. All files, graphics, images, type etc. must be CMYK ie. not spot colours. Image resolution: 300dpi at final (100%) size; line art minimum 1200dpi. Black text set to black only, set to overprint. Large areas of solid black to consist of 40% Cyan. On full page ads type and important features to be included within the type area. 5mm (around all edges) bleed is required for ads with bleed.