2020 Media Kit
and other advertising options
CIRCULATION 2300
FREQUENCY Quarterly
DISTRIBUTION Members and Subscribers of the Association

2020 ADVERTISING RATES - Prices include artwork (No Agency Discounts)

<table>
<thead>
<tr>
<th></th>
<th>Incl GST</th>
<th>Ex GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Colour</td>
<td>$709.50</td>
<td>$645.00</td>
</tr>
<tr>
<td>Selected Position</td>
<td>$759.00</td>
<td>$690.00</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Colour</td>
<td>$484.00</td>
<td>$440.00</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Colour</td>
<td>$313.50</td>
<td>$285.00</td>
</tr>
<tr>
<td>COVER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$838.20</td>
<td>$762.00</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$904.20</td>
<td>$822.00</td>
</tr>
<tr>
<td>BREEDERS’ DIRECTORY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large (per year)</td>
<td>$99.00</td>
<td>$90.00</td>
</tr>
<tr>
<td>Small (per year)</td>
<td>$55.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>INSERTS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With colour advert*</td>
<td>$385.00</td>
<td>$350.00</td>
</tr>
<tr>
<td>With no advert*</td>
<td>$550.00</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

2020 DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline</th>
<th>Material Deadline</th>
<th>Supplied Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>31st January</td>
<td>7th February</td>
<td>17th February</td>
</tr>
<tr>
<td>June</td>
<td>1st May</td>
<td>8th May</td>
<td>18th May</td>
</tr>
<tr>
<td>September</td>
<td>31st July</td>
<td>7th August</td>
<td>17th August</td>
</tr>
<tr>
<td>December</td>
<td>30th October</td>
<td>6th November</td>
<td>16th November</td>
</tr>
</tbody>
</table>

CONTACT
Brahman Graphics
Ph: 07 4921 2506 • Email: graphics@brahman.com.au
**ARTWORK SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim</th>
<th>Type</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>297mm x 210mm</td>
<td>277mm x 190mm</td>
<td>307mm x 220mm</td>
</tr>
<tr>
<td><strong>Double Page Spread</strong></td>
<td>297mm x 420mm</td>
<td>277mm x 400mm</td>
<td>307mm x 430mm</td>
</tr>
<tr>
<td><strong>Half Page Horizontal</strong></td>
<td>148mm x 210mm</td>
<td>128mm x 190mm</td>
<td>158mm x 220mm</td>
</tr>
<tr>
<td><strong>1/4 Page Horizontal</strong></td>
<td>74mm x 210mm</td>
<td>65mm x 190mm</td>
<td>79mm x 220mm</td>
</tr>
</tbody>
</table>

**SERVICES & BREEDERS’ DIRECTORY**

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim</th>
<th>Type</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>60mm x 60mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small</td>
<td>30mm x 60mm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MATERIAL SUPPLY**

Where required: Information for advert including important dates, times, location, any changes to contact details, accompanied by photos, logo/s and other relevant material for design of your advertisement’s artwork. Only for members having their design work completed by ABBA’s graphics design team.

**SUPPLIED ARTWORK**

- Finished artwork to be supplied as high resolution vector PDF file that has been pre-press optimised
- Fonts to be embedded in the PDF file where possible and when not, must be converted to outlines
- All strokes and any graphics to be converted to outlines with line art a minimum 1200dpi
- Final artwork must be CMYK (ie. no Spot Colours, no RGB)
- Final artwork including image resolution to be 300dpi at 100% design size
- Black text set to black only, set to overprint with a minimum type size of 8pt
- Maintain text safe margins as per Artwork Specifications section above
- Bleed 5mm all edges for all quarter, half and full page advertisements
- Do not include any crop, bleed, registration marks, colour bars or page information
Web Banner Specifications

Web Banner on ABBA Homepage
Size 508px x 100px ht
Incl GST $55.00/mth  Ex GST $50.00/mth

Email Blast Specifications

Single A4 Email Blast to ABBA Members
Size A4 design $220.00  design additional $55.00
Ex GST $200.00  $50.00
Additional pages $55.00  $50.00
Allow a five day turn around for email blasts to be sent out to ABBA members.

Have Your Web Page Designed by Brahman Graphics

Brahman Graphics aims to provide custom developed webpages that are creative, clean, un-cluttered and logical websites. We use the latest HTML5 and CSS3 techniques to build websites that ensure fast performance and compatibility across all internet browsers and platforms such as mobile, tablet and tv.

Brahman Graphics can create your websites using content management systems (CMS) this allows you to manage your own website and has the capabilities to swiftly update your website in no time at all.

Services Include
- Domain registration
- Website hosting
- Website design & development
- Content management systems (CMS)
- Search engine optimisation
- Ongoing website maintenance and support
- Email and Online Enquiry
- Online Sale Catalogue
- Photo Gallery
- Social media integration (Facebook, You Tube)

We Will Develop a Website That...
- Is custom designed to suit your requirements
- Reflects your logo, brand and image
- Can be managed by you or sit back and let us take care of it
- Is easy to navigate and quick to load
- Is created to allow continual growth of your website
- Use the latest web development techniques (HTML5) (CSS3)
- Is correctly constructed ensuring fast performance and compatibility
- Will work across all media including mobile and tablet

Contact YARN at ABBA T 07 4921 2506 E jan@brahman.com.au
Please **DO NOT** supply photos taken from mobile phones, iPads or tablet devices etc. as they are not of a high enough quality to be able to use.

Before taking your photo check that your camera is set on the **Highest** resolution.

Make sure to take the photograph of the animal side on and standing as square as possible in **landscape orientation**, not portrait. Attract the animal’s attention so their head is slightly turned to camera and their ears are forward. Make sure to include all of animal, do not cut off feet or ears. For further photographing tips go to www.brahman.com.au/supplyingPhotos.html

Try **NOT** to take photos in long grass and **AVOID** taking photos of animal in front of a cluttered background if possible. Ideally take the photo in full sun with the sun **Behind** the camera and avoid shadows across animal.

**DO NOT COLOUR CORRECT OR CROP YOUR PHOTOS** - supply original images.

When attaching **JPG** photos to emails please label them by their name or lot number and for which sale.

Send photo at **“ACTUAL ORIGINAL SIZE”** when attaching via email, we accept Dropbox or Google Drive too (ie. not Skydrive or Hightail).

If large photos send one at a time, rather than all at once.

If the photos are for use in the Brahman News or Brahman Graphics please email to: graphics@brahman.com.au

If the photos are for Online Sale Catalogues only please email to: Jan@brahman.com.au
Good and Bad Photo Examples

By supplying good photos for advertisements, online catalogues, pedigree uploads, sale flyers, posters, brochures and more. It means, ABBA's graphics team can complete jobs and uploads at a more effective rate and faster to meet your needs.

Specialising in promotion and advertising solutions for Brahman breeders....

- Brochures
- Web Sites
- Corporate Logos
- Show & Sale Banners
- Show Cards
- Photo Clean Ups
- Business Cards
- Property Signs
- Truck Signage
- Sale Catalogues

Contact GRAPHICS at ABBA
P 07 4921 2506 E graphics@brahman.com.au