

# ADVERTISING RATES

Effective May 2010

ADVERTISING RATES (All rates in Australian Dollars ex GST)		12 MONTH CONTRACT RATE		
COVERS	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
Front Cover	5950.00	5520.00	5100.00	4600.00
Inside Front Cover + Page 1 DPS Advert	7650.00	7075.00	6500.00	5930.00
Inside Front Cover	4950.00	4580.00	4210.00	3890.00
Outside Back Cover	5355.00	4955.00	4555.00	4205.00
Inside Back Cover	4440.00	4110.00	3775.00	3485.00
MAGAZINE PAGE ADVERTS	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
Full Page Advert	4395.00	3995.00	3755.00	3450.00
Half Page Advert	2980.00	2760.00	2540.00	2320.00
Third / Quarter Page Advert	1850.00	1715.00	1580.00	1495.00
COMMERCIAL ADVERTORIAL	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
<i>i.e. a technical article published with company logo and contact details</i>				
> 1200 words + 6 pics/diagrams <i>Published as a Double Page Spread</i>	4300.00	3980.00	3655.00	3375.00
> 600 words + 2 pics/diagrams <i>Published as an A4 page</i>	2925.00	2705.00	2490.00	2390.00
LOOSE INSERTS/ONSERTS	DL, A4 or A3 folded brochures supplied for distribution by State, Australia or Australia and New Zealand. P.O.A.			

## ADVERTISING RATES INCLUDE

- No-charge Graphic Design and Production of advertisements to be published in APT magazines, if required.
- Space equal to ad size to publish advertorial. *To include Covers but not applicable to quarter/third page advertisers.*

**Half page advert** 400 word + 1 pic advertorial Published as an A4 page

**Full page ad** 700 word + 2 pics advertorial Published as a Double Page Spread

*Advertorial must be in the form of a technical article/case study and is subject to Editor approval.*

*This offer is conditional to placement within the same issue as advert and is not transferable to another issue.*

*APT print design standards apply.*

- One hyperlink per advert – your choice of website or email. Additional hyperlinks \$25.00.

## FRONT COVER

Front Covers are subject to APT Publications design disciplines and must reflect their sector of the Industry. A supplied 150 word Cover Story will be published on Page 2.

## ADDITIONAL COSTS

Specifically requested page placement – plus 10%.

## PLEASE NOTE:

- Invoices are processed upon print completion of each publication and payable within 30 days.
- Multiple 3, 6 or 10 bookings on contract rate can be any combination of the above advertising options across the 3 magazines.
- Contracts must be confirmed in writing and published within a 12 month period to receive relevant discount.
- Approved advertising agencies are offered a 10% rebate for settlement within 45 days.
- Amendment/s to any contract booking must be requested by client, and agreed to by the Editor, minimum fourteen (14) days prior to the relevant print date. The Editor retains the right to reprint a previously published advertisement if new materials are not received by 5pm on the material deadline date.