

CORPORATE RATES, DEADLINES & SPECIFICATIONS

RATES

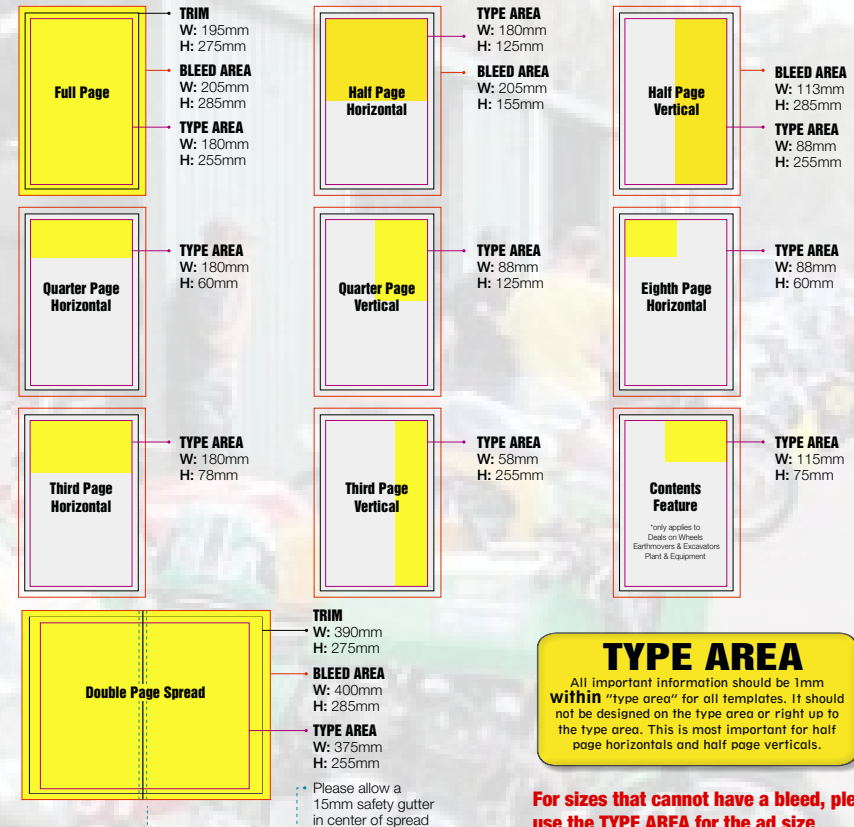
AD TYPE	GLOSS COLOUR	NEWSPRINT COLOUR
ISFC	\$2,860	
ISFC DPS	\$5,200	
Page 5	\$2,860	
ISBC	\$2,420	
OSBC	\$3,400	
DPS	\$3,800	\$1,910
Full page	\$2,120	\$1,075
1/2 page	\$1,150	\$585
1/4 Vertical/Block/Horizontal	\$650	\$325
1/3 Vertical/Horizontal	\$850	\$425
1/8 page	\$450	\$225
Private Ad page strips	\$450	\$250

DEADLINES

ISSUE	MATERIAL DEADLINE	ON SALE
246	Fri 01/07/11	15/07/11
247	Fri 29/07/11	12/08/11
248	Fri 26/08/11	09/09/11
249	Fri 23/09/11	07/10/11
250	Fri 21/10/11	04/11/11
251	Fri 18/11/11	02/12/11
252	Mon 12/12/11	30/12/11
253	Fri 13/01/12	27/01/12
254	Fri 10/02/12	24/02/12
255	Fri 09/03/12	23/03/12
256	Wed 04/04/12	20/04/12
257	Fri 04/05/12	18/05/12
258	Fri 01/06/12	15/06/12

WEBSITE

AD SPACE	SPECS	RATES
Leaderboard	728 x 90 pixels	\$900+GST
Skyscraper 1	160 x 600 pixels	\$720+GST
Skyscraper 2	160 x 600 pixels	\$600+GST
Island	300 x 250 pixels	\$480+GST



TYPE AREA
All important information should be 1mm within "type area" for all templates. It should not be designed on the type area or right up to the type area. This is most important for half page horizontals and half page verticals.

For sizes that cannot have a bleed, please use the TYPE AREA for the ad size
Portrait Adverts Only, No Landscape Adverts Will Be Accepted

Specifications correct at December 2010 - subject to change without notice

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FTP INSTRUCTIONS
If you are unable to take advantage of our TraderAds.com.au website, please use the material delivery method below

1. Collect all material (jpg images and word document that states your company name and relevant text) into a single folder on your desktop - Name folder: "CustomerNumber_" "Section_" "Issue".
eg. 5000000_G_355 (G=gloss, N=Newsprint, M=Mono)
2. In your web browser type the following address: ftp://mcupload@ftp.tradergroup.com.au
Replace xxx with mag appreciation as listed below:
3. Transfer your folder on to the FTP site

BE CAREFUL NOT TO copy your folder into an existing folder. We will not find it. **WHEN SUPPLYING EXTRA MATERIAL** - please upload a new folder, do not add the material to your existing folder on FTP.
Using a MAC? Please contact us for a script.

If you have any queries phone Client Services: 1300 362 355