

# ACCELERATE YOUR SALES.

AUSTRALIAN BUSINESS

# auto



## Rates, Specifications & Deadlines

### ADVERTISING RATES (ex GST)

	Casual	3 editions	6 editions
Double Page Spread	\$16,000	\$15,400	\$14,700
Full Page	\$8,000	\$7,700	\$7,350
Half Page	\$4,000	\$3,850	\$3,675
Third Page	\$3,000	\$2,850	\$2,700

Inserts, gatefolds and special requirements – Please consult with our Advertising Sales Manager

#### Guaranteed Positions

There is a 10% premium for all positions other than cover positions.

Inside Front cover:	25% loading
Inside Back Cover:	20% loading
Outside Back Cover:	30% loading

#### TYPESETTING & ARTWORK

If required, we are happy to produce to your requirements at nominal rates:

- 1 page \$90
- 1/2 page \$45
- 1/4 page \$25

#### TECHNICAL SPECIFICATIONS

NRMA Publishing accepts only digital material. All material must be supplied formatted for the Apple Macintosh OSX platform. All images should be of a high resolution (eg. 300dpi JPEG format).

#### We accept files saved in the following formats:

Adobe Photoshop at 300dpi or larger (saved as EPS, JPEG, TIFF or PSD). Adobe Illustrator saved as EPS files up to Version 11.0 Adobe InDesign documents up to Version 13.0. PDF files at 300dpi or better

NB. artwork embedded in or saved as MS Word or PowerPoint documents or files will not be accepted. We do not accept Truetype fonts. Crop marks and 5mm of bleed around artwork must be included on full page and DPS advertisements.

#### Delivery formats:

- CD-ROM / DVD- ROM
- Email
- Quickcut
- Websend

#### Proofs:

All material must be accompanied by a suitable high quality colour proof (Chemical, IRIS, High Resolution Digital). No responsibility will be taken for colour matching, material integrity or finished advertisement print quality if a colour proof is not supplied.

#### Material delivery:

Clearly mark all material with Australian Business Auto and the month of publication.

#### Send to:

**Australian Business Auto**  
**NRMA**  
Level 23  
388 George Street  
Sydney NSW 2000  
Email: jo@openroad.com.au

#### PUBLISHERS' CONDITIONS

Payment required within 30 days of publication. Agency commission 10% of gross. Cancellation of booked advertising cannot be accepted after booking confirmation closing date. Publishers are not responsible for errors due to changes made after material closing date. Rates given are on the basis that space ordered is used within 12 months and that material supplied as per conditions set out hererin. All copy is subject to the approval of the publishers. When the copy is overdue, the publishers reserve the right to repeat previous copy. The publishers reserve the right to reject or cancel any advertising at any time for any reason. If an advertiser has booked advertising and fails to deliver copy by the copy deadline, the advertiser will be charged the full advertising rate as if the advertisement had run (excludes earlier notice of cancellation before copy deadline).



MOTORING + SERVICES

helping people



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## MECHANICAL SPECIFICATIONS

	Trim Size	Type Area	Bleed Size
Double page Spread	424mm (w) x 275mm (d)	410mm (w) x 265mm (d)	430mm (w) x 285mm (d)
Full Page	210mm (w) x 275mm (d)	200mm (w) x 265mm (d)	220mm (w) x 285mm (d)
Half Page	210mm (w) x 130mm (d)	181mm (w) x 115mm (d)	
1/3 page horizontal	210mm (w) x 90mm (d)	181mm (w) x 70mm (d)	
1/3 page vertical	70mm (w) x 275mm (d)	54mm (w) x 240mm (d)	

## DEADLINES

Issue	*Booking & cancellation deadline	Material deadline	Distribution
April/May 08	18 February	12 March	4 April
June/July 08	14 April	9 May	6 June
August/September 08	18 June	15 July	8 August
October/November 08	13 August	9 September	3 October
December/January 09	15 October	11 November	5 December
February/March 09	1 December	12 January	6 February

\*Please note that deadlines and rates are subject to change and advertisers will be notified in advance of amendments.