

# ACCELERATE YOUR SALES.

AUSTRALIAN BUSINESS

# auto



## Rates, Specifications & Deadlines

### ADVERTISING RATES

	Casual	incl GST	Casual	incl GST	Casual	incl GST
Double Page Spread	\$16,000	\$17,600	\$15,400	\$16,940	\$14,700	\$16,170
Full Page	\$8,000	\$8,800	\$7,700	\$8,470	\$7,350	\$8,085
Half Page	\$4,000	\$4,400	\$3,850	\$4,235	\$3,675	\$4,043
Third Page	\$3,000	\$3,300	\$2,850	\$3,135	\$2,700	\$2,970

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	\$99 (inc GST)
1/2 page	\$45	\$49.50 (inc GST)
1/4 page	\$25	\$27.50 (inc GST)

### 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 1, 9 George Street, North Strathfield NSW 2137

**Advertising**

Phone 02 8741 6693 or email Kurt.Byers@myrma.com.au

**Production**

Email: fiona@openroad.com.au or 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

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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
December/January 09/10	15 October	22 October	4 December
February/March 2010	3 December	10 December	5 February
April/May 2010	10 February	17 February	2 April
June/July 2010	7 April	14 April	4 June
August/September 2010	16 June	23 June	6 August
October/November 2010	12 August	19 August	1 October
December/January 10/11	14 October	21 October	3 December

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



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