

# magazine 2012 rate card & specifications

## Additional Rates

Special Positions: Specifically requested positions in magazine plus 10% (eg: COV2, COV4, page 5, page 9).

## Inserts

Cost to insert varies depending on weight and other factors. Due to complex postal regulations, each insert can only be costed after accurate weight and coverage requirements are supplied. State runs are accepted.

## Front/Feature/Section Covers

Limited availability, price on application. Stringent conditions apply to Covers, and it is essential that advertisers contact the Publisher before preparing any artwork. Special Front and Inside Front Cover plus Page 3 Package (4-colour throughout): on application. Contact your representative for availability.

## Pantone (PMS) colour

Where it is wished to match a PMS colour, this can be done using the 4-colour process; however, no guarantee of an exact colour match can be given.

Where it is wished to print a PMS colour, this becomes a fifth ink and as such attracts different rates. (Price on application.)

## Mono

Deduct \$450 from the 4-colour rates.

# print advertising specifications

As part of our guarantee of top-quality service, all incoming material is scrutinised for possible problems in reproduction. If problems are identified in your material, you will be advised of what we have found. Often, with your permission, we can correct the problem or you may wish to replace the material. We are here to assist you maximise the quality of the reproduction of your material.

However, Westwick-Farrow does not take responsibility for the repair, quality or integrity of any supplied advertising.

Suppliers of advertising material are responsible for checking all files before sending to Westwick-Farrow. Any work undertaken by Westwick-Farrow to process non-compliant material will incur a charge.

Due to the highly specialised and complex technical nature of image/plate setters, and to ensure the best quality reproduction of your material, Westwick-Farrow has the following guidelines.

Any file that does not comply with these guidelines cannot be accepted.

PC Formatted (preferred):

Hardware: DVD

Software: Adobe Photoshop CS5, Adobe Illustrator CS5, InDesign CS5, Acrobat 9

MAC Formatted:

Hardware: DVD

Software: Adobe Illustrator CS3, Adobe Photoshop CS3, InDesign CS3

We do not accept: Film, Microsoft Publisher, Word, Powerpoint, Freehand, CorelDraw, Quark Express

Fonts: Only postscript fonts will be accepted. All fonts must be embedded or supplied (both printer and screen). Do not artificially stylise fonts (eg: bold, italics) as simulation results in unsatisfactory output.

Colour: All files must be CMYK or greyscale. No embedded colour profiles are to be used. LAB or RGB colour modes cannot be used. Spot PMS colours can only be accepted upon prior arrangement. Accurate colour reproduction cannot be expected unless material complies with our guidelines and is accompanied by an accurate press quality digital proof.

(Note: No standard office printer will give such proofs.)

Transparency: Please rasterise (remove) all transparency.

Proofs: Authenticity to original material cannot be expected without supply of a proof.

Colour accuracy cannot be expected unless an accurate press quality proof is supplied. (Examples of guidelines used by some printers can be found supplied by 3DAP on [www.3dap.com.au](http://www.3dap.com.au).) Only proofs labelled as such will be sent to the printer for colour matching. While Westwick-Farrow will print as accurately as possible to such proofs, no liability is accepted.

Images: Must have a resolution of 300 dpi @ 100%, line art bitmap tiff files 1200 dpi. File types should be tiff or composite EPS.

GIF, DCS, PICT files cause loss of quality or print errors and will not be accepted. JPEG files will only be accepted after being checked for quality, and should be converted into tiff format. Note that embedded JPEGs can cause print errors and should not be used.

Bleed: Minimum 3 mm is required for full-page advertisements only, and always allow enough space for trim. All smaller-sized ads should be made to the mechanical specifications given.

Size: Advertisements must comply with the correct size booked.

PDFs: We recommend that PDFs be created using the Westwick-Farrow job options available by download from our website, or via email from Westwick-Farrow.

Note: All suppliers' fonts must be substituted in the fonts section of distiller job options, and embedded.

Upload files via Quickcut or ftp (contact us for details)  
email files to: [copy@westwick-farrow.com.au](mailto:copy@westwick-farrow.com.au)

Rates effective 1/1/2012. Rates subject to 10% Goods & Service Tax

FOUR COLOUR	Casual \$	3x \$	6x \$	12x \$
DPS	6810	6200	5740	5380
Full Page	4700	4175	3925	3605
2/3 p	3730	3380	3135	2960
1/2 DPS	4700	4175	3925	3605
1/2 p	3040	2750	2565	2370
1/3 p	2575	2300	2135	1970
1/4 p	2030	1875	1740	1650
1/6 p	1640	1525	1455	1380
1/8 p	1360	1290	1195	1105

ALL RATES ARE QUOTED EXCLUSIVE OF G.S.T.

## Ad Dimensions

Material Size	Width	Depth
(All magazines)	mm	mm
DPS Trim	420	297
DPS Bleed	430	307
Full-Page Trim	210	297
Full-Page Bleed	220	307
Full-Page Live Type	180	270
Half-Page Horizontal	180	135
Half-Page Vertical	88	270
Half-Page Junior A4	135	180
Two-Thirds Vertical	118	270
One-Third Vertical	57	270
One-Third Horizontal	180	90
Quarter-Page Standard	88	135
Quarter-Page Vertical	42	270
Quarter-Page Horizontal	180	67
One-Sixth Page	180	45
Eighth-Page Horizontal	180	35
Eighth-Page (Stacked)	88	65

## Design Charges

DPS	\$555
Full Page	\$405
1/2 Page	\$250
1/3 Page	\$175
1/4 Page	\$150
1/6 Page	\$130
1/8 Page	\$100

## Design Service

We offer a complete ad design facility. Small changes or other minimal artwork is not charged. Charges for all design services will be made separately. Correction proofs, if required, are supplied for advertisements received by deadline.

Should extensive work or author changes\* be required, additional charges will be incurred at an hourly rate of \$115.

\*Author changes are where an advertiser supplies copy or has agreed to copy and, on sighting the proof, makes extensive changes to the previously agreed/supplied copy.