



Rate Card 2010

Track & Signal, Australia's leading international rail magazine

PO Box 1063-G, Balwyn North, Victoria, 3104, Australia

Website: www.trackandsignal.com

Advertising

Frank Hunt

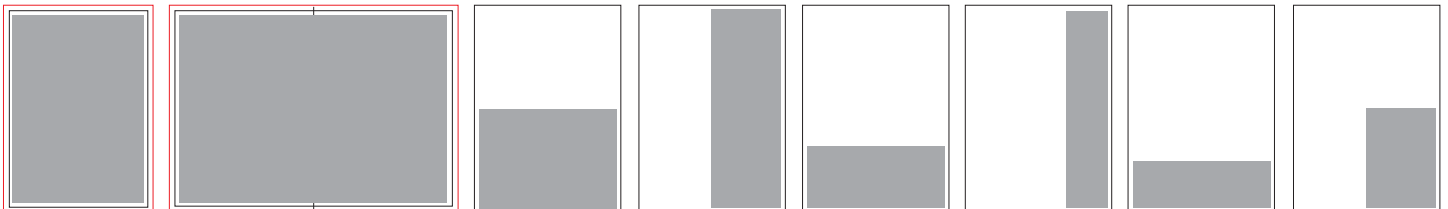
Telephone: +61 3 9584 5508

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Email: advertise@trackandsignal.com

Mechanical Specifications

- Ads designed to bleed must have at least 5mm bleed.
- No text 10mm from the trim size.



Full Page	DPS	1/2 Horiz	1/2 Vert	1/3 Horiz	1/3 Vert	1/4 Horiz	1/4 Vert
D(mm) 277, W(mm) 190	D(mm) 277, W(mm) 380	D(mm) 140, W(mm) 190	D(mm) 277, W(mm) 90	D(mm) 89, W(mm) 190	D(mm) 277, W(mm) 60	D(mm) 70, W(mm) 190	D(mm) 140, W(mm) 90
Type Area 277 x 190	Type Area 277 x 380	Ad Size 140 x 190	Ad Size 277 x 90	Ad Size 89 x 190	Ad Size 277 x 60	Ad Size 70 x 190	Ad Size 140 x 90
Trim Size 297 x 210	Trim Size 297 x 420	Bleed Not available	Bleed Not available	Bleed Not available	Bleed Not available	Bleed Not available	Bleed Not available
Bleed 307 x 220	Bleed 307 x 430						

Advertising Rates 2010

Advertising (Run of Magazine) **Casual Rates*** **4X Rates***

* All Advertising Rates are 10% GST exclusive. Overseas bookings are GST exempt.

• Front Cover Package (5 pages total)	AU\$7,500	AU\$6,750
(Includes Front Cover, Inside Front Cover and next 3 pages)		
• Inside Front Cover	AU\$3,200	AU\$2,880
• Inside Back Cover	AU\$2,600	AU\$2,340
• Outside Back Cover	AU\$2,800	AU\$2,520
• DPS (double page spread)	AU\$4,200	AU\$3,780
• Full Page	AU\$2,300	AU\$2,070
• 1/2 Page (Vertical or Horizontal)	AU\$1,700	AU\$1,530
• 1/3 Page (Vertical or Horizontal)	AU\$1,130	AU\$1,017
• 1/4 Page (Vertical or Horizontal)	AU\$850	AU\$765

• Advertorials are now classified as adverts, so command normal card rates.

Preferred Ad Positions Loaded + 10%

- Rates effective 1 May 2009 but are subject to change without notice.
- Advertising Agency Commission not included.
- Casual: Rates apply for one advertisement in one issue.
- Annual 4X Plan: Rates apply to the rate per advertisement (of equal size) when committing to 4 consecutive issues. Clients are given the best available space placements at time of booking, unless otherwise specified or pre-booked.
- Inserts: to be client supplied and must conform to Australia Post specifications.

Material Requirements

Advertising Material (Emailed or CD ROM):

- High resolution PDFs (CMYK or Mono – 300 dpi). We **DO NOT** accept PDF files created in Microsoft Word, PowerPoint or Publisher.
- QuarkXpress (include all images and fonts).
- Indesign (include all images and fonts).
- Illustrator (include all fonts, OR convert to OUTLINE).
- Photoshop (resolution 300 dpi).

Printing Specifications:

- Printing Method: Offset.
- Binding: Burst Bound.
- Stock: 90gsm Gloss Art.

Overdue Material:

The publisher reserves the right to repeat material on hand.

Alterations to supplied material:

Advertiser approved only trade charges for alterations will apply.

Deadlines 2010

SUMMER Number 1 – 2010

Published in January

Advertising Booking: 17 Nov 2009

Material Deadline: 20 Nov 2009

WINTER Number 3 – 2010

Published in July

Advertising Booking: 18 May 2010

Material Deadline: 21 May 2010

AUTUMN Number 2 – 2010

Published in April

Advertising Booking: 23 Feb 2010

Material Deadline: 26 Feb 2010

SPRING Number 4 – 2010

Published in October

Advertising Booking: 17 Aug 2010

Material Deadline: 20 Aug 2010

Publisher's Clause:

The publisher shall not be responsible for any loss due to the failure of an advertisement to appear in accordance with the instructions given by the advertiser and/or the agency. The publisher reserves the right to insert the word "advertisement" or "advertorial" when, in the publisher's sole opinion, an advertisement resembles editorial material. Advertisers and agencies are liable for all content (including text, representations and illustrations) of advertisements and agree to indemnify and hold harmless the publisher for all and any claims of any nature, whatsoever, arising from or in relation to such advertisements. The publisher is entitled to withhold any advertisement from publication which it considers, in its sole discretion, to be offensive, unlawful or otherwise damaging to the publisher. The publisher shall not be liable for any failure to publish any advertisement where such failure results from circumstances beyond the publisher's control.