

# TEXTILE FIBRE FORUM 2011 AD RATES, DEADLINES & ADVERT SIZES

Effective 15<sup>th</sup> November 2010 | ABN 45 010 711 305 | Registered for GST | All prices include GST

MONO	4 AD CONTRACT (pre pay for the 4 ads)	CASUAL ADVERTS (rates per ad - one off)
Full Page	\$650.00 per advert	\$925.00 per advert
Half Page	\$340.00 per advert	\$485.00 per advert
Third Page	\$250.00 per advert	\$360.00 per advert
Quarter Page	\$185.00 per advert	\$260.00 per advert
Sixth Page	\$150.00 per advert	\$210.00 per advert
Eighth Page	\$ 95.00 per advert	\$135.00 per advert
COLOUR	4 AD CONTRACT (pre pay for the 4 ads)	CASUAL ADVERTS (rates per ad - one off)
Full Page	\$865.00 per advert	\$1235.00 per advert
Half Page	\$455.00 per advert	\$ 652.50 per advert
Third Page	\$347.50 per advert	\$ 495.00 per advert
Quarter Page	\$245.00 per advert	\$ 350.00 per advert
Sixth Page	\$185.00 per advert	\$ 265.00 per advert
Eighth Page	\$122.50 per advert	\$ 175.00 per advert

## BOOKING DEADLINES:

15<sup>th</sup> Nov 2010 for FEB 2011 issue  
 15<sup>th</sup> Feb 2011 for MAY 2011 issue  
 15<sup>th</sup> May 2011 for AUG 2011 issue  
 15<sup>th</sup> Aug 2011 for NOV 2011 issue

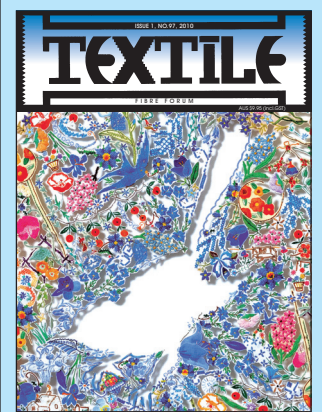
## MATERIAL DELIVERY:

Ad copy may arrive up to two weeks after an ad is booked.

Assistance can be provided with artwork, details upon request.

Please email all advertising material to: [tafta@iinet.net.au](mailto:tafta@iinet.net.au)

**Please Note:** When emailing, the size of the advert must not exceed 7mb in size. See our Artwork Requirements below for more details.



## Distribution and Print Run:

This national and international textile magazine includes all the textile arts.

Published since 1981, it has a print run of 7,200 per issue to meet subscriber and newsagency demand (distributed through Gordon & Gotch).

**Textile Fibre Forum** reaches an estimated 10,000 readers, per issue, four times a year. The magazine appears in **February, May, August and November.**

## Standard Advert Sizes:

(NON-STANDARD SIZES CAN BE NEGOTIATED)

1/8 page: (L)62mm x (W)88mm  
 1/6 page: (L)88mm x (W)88mm  
 1/4 page: (L)130mm x (W)88mm  
 1/3 page: (L)260mm x (W)58mm  
 1/2 hor: (L)130mm x (W)180mm  
 1/2 vert: (L)180mm x (W)130mm  
 Full Page: (L)285mm x (W)210mm plus 5mm bleed

## TO BOOK AD(s)

Contact Janet De Boer about the number and kind of ad(s) you want and she will provide a booking form and/or tax invoice:

Email: [tafta@iinet.net.au](mailto:tafta@iinet.net.au)

Phone: 07 3300.6491

Fax: 07 3300.2148

Postal: TAFTA, PO Box 38, The Gap, Qld 4061 Australia

Cover image at top of column:  
 Louise Saxton

## Payment by EFT preferred: BSB 803-140; A/C #250363; The Aust Forum Text Arts.

Email to confirm: [tafta@iinet.net.au](mailto:tafta@iinet.net.au)

Cheques can be made payable to TAFTA and posted to PO Box 38, The Gap Q4061.

VISA and Mastercard accepted only (3% surcharge applies).

Please fax details to (07) 3300.2148 or Email: [tafta@iinet.net.au](mailto:tafta@iinet.net.au)

**An example of the Contract Rate with 30% discount:** If you order 4 ads and pay for ALL 4 ads when ordering, you qualify for the best discount (see Guarantee below) – this is true for all display ads – **order four, pay when ordering, get a BIG discount over all.** You can request changes to ad copy throughout the contract. Advertisers can also trade at the annual Textile FORUM conferences at discounted rates. **To determine the total for your contract, chose from the middle column and multiply by four.**

**GUARANTEE:** All ads booked by your business will run in consecutive issues; you will be fully refunded for any ads that do not run. **Pre-Payment** saves you money at the rate of 30%. Special positions available (inside front cover, add 20%; inside back cover, add 10%).

**Discounts off Casual Rates:** If ad runs once, twice or three times - full contract must still be pre-paid

- 10% off casual rate if ad runs **once**
- 15% off casual rate if ad runs **twice**
- 20% off casual rate if ad runs **three times**

**Classified Ads:** Must be pre-paid when ordered, 88-cents per word; 10% discount applies if ad paid when ad content submitted (i.e. pre-paid). Note: Street address; and City-State-Postcode; and Phone/Fax each count as one word. Indicate by underlining where boldface-type is to go – can submit ad via E-mail, minimum formatting.

**INSERTIONS:** there is a one-off charge of \$110 per 1000 magazines (inserts to be supplied and are subject to final approval, prior to acceptance)

## Artwork Requirements

Ads can be accepted on disk/CD (or by e-mail for Mono ads only).

PC based clients send in:

- PDF (Preferred)
- EPS

Mac based clients send in:

- PDF (Preferred)
- EPS
- QuarkXPress 7 files
- Indesign files

**EPS's:** All fonts must be converted to curves or paths. Colours and images must be set to CMYK.

**PDFs:** must be generated using print resolution settings; all fonts must be embedded; colours and images must be set to CMYK.

**Quark and Indesign Documents:** Please ensure you supply us with all images and fonts you have

used, when sending any Quark or Indesign document. Please send by disk only.

**Word Docs:** Please do not supply your artwork in a Word Document or PDF created from Word as it does not reproduce in the correct format for magazine printing.

**NOTE:** Artwork can be prepared for the client for a small charge.