

CAPITAL MAGAZINE

Deadlines + Ad Rates

CAPITAL Magazine is published six times a year:

| Issue | Current | Booking Deadline | Material Deadline |
|---------------|----------------|--------------------|--------------------|
| No. 55 | Mar - Apr 2012 | 3 Feb 2012 | 16 Feb 2012 |
| No. 56 | May - Jun 2012 | 31 Mar 2012 | 15 Apr 2012 |
| No. 57 | Jul - Aug 2012 | 3 Jun 2012 | 17 Jun 2012 |
| No. 58 | Sep - Oct 2012 | 3 Aug 2012 | 16 Aug 2012 |
| No. 59 | Nov - Dec 2012 | 1 Oct 2012 | 15 Oct 2012 |
| No. 60 | Jan - Feb 2013 | 1 Dec 2012 | 15 Dec 2012 |

ADVERTISING RATES

All advertising in CAPITAL is full colour.
All prices quoted below are exclusive of GST.

| DISPLAY | 1x | 2x | 3x | 4x | 5x | 6x |
|-------------|------|--------------------------------|------|------|------|------|
| DPS | 5018 | 4775 | 4532 | 4290 | 4046 | 3803 |
| Full | 2734 | 2612 | 2496 | 2369 | 2248 | 2126 |
| Half | 1610 | 1519 | 1428 | 1337 | 1245 | 1154 |
| Quarter | 1069 | 1008 | 947 | 887 | 826 | 765 |
| Front Cover | 7383 | Includes Front Cover editorial | | | | |

LOADINGS

| | | | |
|-------------------|-----|--------------------|-----|
| Back Cover | 30% | Inside Front Cover | 25% |
| Inside Back Cover | 20% | Right Hand Page | 15% |

| | |
|------------------------|-----|
| ARTWORK PRODUCTION FEE | 500 |
|------------------------|-----|

| | |
|-------------|-----|
| PHOTOGRAPHY | 500 |
|-------------|-----|

SPECIFICATIONS

CMP takes no responsibility for the quality of reproduction of supplied artwork.

| ADVERTISEMENT DESCRIPTION | LIVE TYPE AREA (height X width) | TO TRIM* (height X width) |
|---------------------------|---------------------------------|---------------------------|
| Quarter page standard | 145mm X 105mm | n/a |
| Quarter page strap | 70mm X 215mm | n/a |
| Half page horizontal | 145mm X 215mm | 158mm X 240mm |
| Half page vertical | 295mm X 105mm | 320mm X 115mm |
| Full page | 295mm X 215mm | 320mm X 240mm |
| Double page | 295mm X 430mm | 320mm X 480mm |

Artwork to trim must include 3mm bleed to any outside edge.

SUPPLIED ARTWORK REQUIREMENTS

CAPITAL MAGAZINE is produced by sheet-fed offset printing on 100gsm gloss paper at a screen ruling of 175lpi.

RESOLUTION All original files should be sampled to 300dpi resolution and scaled to 100% and **must be made CMYK**

FINAL ARTWORK We accept only **Press ready PDF** files emailed to: robert@capitalmagazinepublishing.com.au

CAPITAL MAGAZINE PUBLISHING

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