

ART WORLD

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Art World
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Advertising Rates 2008

Standard Positions	6	4	1
Full page	\$2200	\$2475	\$2750
DPS	\$4400	\$4950	\$5500

Signature Positions

Full page within News section	\$2445	\$2750	\$3055
Full page within Features section	\$2445	\$2750	\$3055
DPS within News section	\$4890	\$5500	\$6110
DPS within Features section	\$4890	\$5500	\$6110

Covers

Inside front cover DPS	\$6290	\$7075	\$7860
Inside back cover	\$2750	\$3095	\$3440
Outside back cover	\$3145	\$3540	\$3930

Fractional Space

Half page	\$1320	\$1485	\$1650
Quarter page	\$770	\$870	\$965

Full page Australia/New Zealand + United Kingdom editions	\$6000
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Guaranteed position 10%

(All positional guarantees are subject to approval of artwork)

All rates are exclusive of GST

Publishing Schedule	Bookings	Materials	Publication
Oct/Nov 2008	8 August	22 August	24 September
Dec/Jan 2009	10 October	24 October	26 November
Feb/Mar 2009	5 December	19 December	4 February
Apr/May 2009	13 February	27 February	1 April
Jun/Jul 2009	10 April	24 April	27 May
Aug/Sept 2009	12 June	26 June	29 July
Oct/Nov 2009	14 August	28 August	30 September
Dec/Jan 2010	9 October	23 October	25 November
Feb/Mar 2010	4 December	18 December	3 February

How to supply artwork

PDF files

- Art World accepts only high-resolution, print-ready, single-page PDF files.
- All fonts must be embedded.
- All artwork must be scaled at 100%, and any images must be 300 dpi at print size and in TIFF or EPS format.
- All colour artwork must be separated into CMYK – no colour profiles please and no spot colours.
- There will be a charge of \$50 for any files that require conversion to PDF.
- Full page (type area), half page and quarter page ads should have a keyline or background image or tint to define the size.
- Please ensure that all artwork has crop marks.
- The quality of reproduction of artwork with tints of less than 20% cannot be guaranteed.

Proofs

- All artwork for four-colour advertisements must be accompanied by a proof conforming to recognised industry standards, such as Cromalin or Matchprint. If no proof is supplied, we cannot guarantee accurate reproduction.

Delivery

- Please send all artwork to the advertising department at the address above. It can also be emailed (attachments up to 10MB) to kate@artworldmagazine.com.au or uploaded to our FTP server.

Server: 202.129.83.7

Username: regaroftp

Password: artwork

<p>spread w 460 x h 276 mm + 5 mm bleed + 7mm gutter allowance</p>	
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<p>full page full bleed w 230 x h 276 mm + 5 mm bleed</p>
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<p>full page type area w 206 x h 252 mm</p>
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<p>half page horizontal w 206 x h 123 mm</p>

<p>half page vertical w 100 x h 252 mm</p>

<p>quarter page w 100 x h 123 mm</p>
