

CHOOSE A MASTER BUILDER A BUILDER YOU CAN TRUST



MASTER BUILDERS TASMANIA MAGAZINE



MEDIA KIT 2016/2017

Master Builders Tasmania — Material Specifications

Artwork requirements

We produce Building News using InDesign and accept the following file formats from advertisers. Artwork not supplied to the following specs will be rejected.

Colour Proofs of artwork MUST be supplied with emailed filed/mailed disk files. We will not take responsibility for the final output of any ad supplied without a proof.

We accept the following:

- **High Resolution PDF**—This is our preferred file format, supplied in high (press) resolution. PDFs must contain 5mm bleed (where applicable) and be accompanied by a proof. Please ensure that any crop marks are outside the bleed area and fonts are embedded.
- **Photoshop files**—Minimum resolution of 300dpi. These can include jpeg, eps, tiff and psd files.
- **Illustrator**—All to be eps files, all images linked, all fonts converted to outlines and all spot colours converted to CMYK.
- **High resolution tiff or jpeg**—Must be supplied 300dpi, CMYK and at 100%.

We DO NOT accept:

Quark Express, Microsoft Word, Microsoft PowerPoint or Microsoft Publisher files.

General

- **Fonts**—screen and printer fonts to be supplied. PC fonts are not acceptable, nor are computer system fonts. We reserve the right to use our closest equivalent font if incorrect or unsuitable fonts are supplied.
- **All scans** to be CMYK, high resolution and placed. Please ensure images are as close to 100% as possible.
- **The cost of transforming material** supplied in any other form than digitally will be charged to the advertiser at trade rates.

Printing specifications

Building News is printed at a screen ruling of 150#, in four-colour process. PMS colours will be converted to CMYK automatically.

Delivering artwork

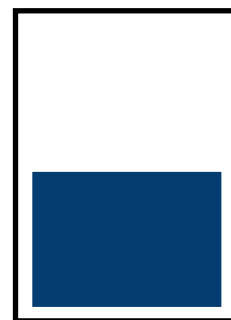
All artwork is to be sent to:

Clyde Sharp
M: 0437 727 236
T: (03) 6210 2000
E: clyde@mbatas.org.au

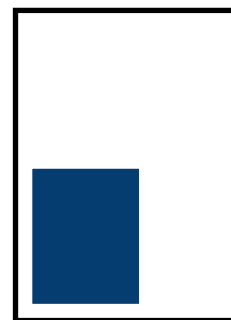
Angela Gunn
T: (03) 6210 2000
E: angela@mbatas.org.au



Full Page
Type area: 190 x 277 mm
Trim size: 210 x 297 mm
Page bleed: 5 mm



Half Page (Horizontal)
Area: 185 x 131.5 mm
No Bleed



Quarter Page
Area: 89 x 13.5 mm
No Bleed

Master Builders Tasmania — Advertising Rates

TO GUARANTEE YOUR BOOKING PLEASE SIGN, SCAN AND EMAIL TO:

Clyde Sharp

Angela Gunn

M: 0437 727 236

T: (03) 6210 2000

T: (03) 6210 2000

E: clyde@mbatas.org.au

E: angela@mbatas.org.au

CONTACT/INVOICING DETAILS

NAME OF BUSINESS:

ADDRESS OF BUSINESS:

POSTCODE:

PHONE:

MOBILE:

EMAIL:

CONTACT PERSON:

SIGNATURE:

DATE:

AD SIZE REQUIRED (Price per issue inc. GST)

	Casual	x2 issues	x3 issues	x4 issues
<input type="checkbox"/> Inside front cover	\$1475.00	\$1335.00	\$1295.00	\$1215.00
<input type="checkbox"/> Back cover	\$1475.00	\$1335.00	\$1295.00	\$1215.00
<input type="checkbox"/> Inside back cover	\$1475.00	\$1335.00	\$1295.00	\$1215.00
<input type="checkbox"/> Full page	\$1240.00	\$975.00	\$870.00	\$835.00
<input type="checkbox"/> Half page	\$785.00	\$690.00	\$645.00	\$595.00
<input type="checkbox"/> Quarter page	\$490.00	\$455.00	\$430.00	\$405.00

INSERTS — Loose — To be approved by editor

<input type="checkbox"/> A4 single sheet	\$740.00	\$670.00	\$655.00	\$615.00
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ISSUES

<input type="checkbox"/> Issue 1 (2016)	<input type="checkbox"/> Issue 2 (2017)	<input type="checkbox"/> Issue 3 (2017)	<input type="checkbox"/> Issue 4 (2017)
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MAGAZINE DEADLINE

Issue Date	Issue 1	Issue 2	Issue 3	Issue 4
Advertising Booking	8/11/2016	24/3/2017	28/7/2017	29/9/2017
Advertising Material	18/11/2016	7/4/2017	4/8/2017	13/10/2017
Distribution	13/12/2016	18/5/2017	8/9/2017	8/12/2017

Master Builders Tasmania — Confirmation of Booking

Please accept this application as my booking for advertising in the Master Builders Tasmania Building News publication. I have read and agree to the Advertising Acceptance Policy and Warranty. I will forward a payment for 100% of the advertising cost within 14 days of receipt of invoice. I understand that my advertisement will be withdrawn from print if payment is not received within the specified time.

SIGNATURE:

DATE:

PRINT NAME:

TOTAL COST PAYABLE WITHIN 14 DAYS OF RECEIPT OF INVOICE: \$

☐ INVOICE

☐ CREDIT/DEBIT CARD

Credit Card Details

NAME ON CARD:

CARD NUMBER:

EXPIRY DATE:

GENERAL CONDITIONS/WARRANTY

1. All advertisements and content are subject to the approval of Master Builders Tasmania (MBT) and the publisher, who reserves the right to reject any advertising material.
2. Position of advertisements is entirely the option of the publisher, unless otherwise indicated on booking.
3. The advertiser and their advertising agency, if any, each indemnifies the publisher to the extent permissible by law against all costs, expenses, claims, demands and loss of any kind attributable to or arising out of acceptance or publication of any advertising material.
4. The advertiser and their advertising agency, if any, each warrants to the publisher that nothing in the advertising material infringes Federal or State law or the rights of any other person.
5. All advertising material must be shipped direct to MBT prepaid by the advertising agency. MBT will return material to the advertiser by mail only if requested on supply.
6. The publisher shall not be liable for any loss or damage to material.
7. All advertising material as specified on the publisher's rate card must be supplied to the publisher by the stated deadline. When material is overdue, and artwork deadline missed, the publisher reserves the right to charge the advertiser or their agent for the booked space.
8. Print errors, casual displacement or omission does not invalidate the order. The publisher shall not be liable for any loss occasioned by the failure of any advertisement or any part thereof to appear, or for any changes made after deadline date.
9. Credit terms are strictly 14 days from invoice date.
10. Requests for cancellation must be in writing, addressed to MBT and forwarded by prepaid mail before close of advertising. Requests for cancellation will be subject to surcharge, being equivalent to 50% of the cost of booking after this date. Any such request is an implied acceptance of this surcharge.
11. Each advertisement is accepted for publication on the basis that the advertiser and/or advertising agent preparing the advertising, warrant to MBT that the advertisement and its contents are true and correct in all respects, are in no way misleading and contain no representations or statements prohibited by Section 53 of the Trade Practices Act and that publication of such advertisement by MBT will not amount to misleading or deceptive conduct prohibited by section 52 of the Trade Practices Act or otherwise contravene any other provisions of the Act.