

Amateur Radio Magazine

Policy on Advertising for Amateur Radio Clubs

Vers 20081210

This policy applies from 1 December 2008.

Advertising Space

1. The space options for advertisements within *Amateur Radio* magazine (AR) are:
 - a. full page (235 x 175 mm),
 - b. half page (115 x 175 mm),
 - c. third page (235 x 54; or 75 x 175),
 - d. sixth page (115 x 54 mm), or
 - e. twelfth page (54 x 54 mm).
2. Loose-leaf advertisements (flyers) may be delivered as inserts in AR. The size options for flyers are full or half page. Flyers may be single or double sided. Please note that a full page is 235 mm x 175 mm (see above), please ensure that your loose-leaf advertisements (flyers) should be produced to this dimension, not A4. Supply of A4 inserts will attract additional costs.
3. The magazine covers (inside or outside) are not available for Club advertising.
4. The location of advertisements inside the magazine is decided during the final layout process, and no particular page, or position on a page, can be guaranteed.
5. The publication of a no-charge advertisement (see Concessions at items 21, 22 & 23 below) is always subject to the availability of suitable space, to be decided at the discretion of the Editor.

Distribution

6. Advertisements in AR appear in all copies printed, and so their distribution cannot be restricted to one (or more) particular State(s).
7. Flyers may be inserted in all copies or in only those magazines delivered in particular State(s). Flyers will not be inserted in those magazines distributed through newsagents.

Placement of Advertisements

8. To place **advertisements** within AR magazine, Clubs should approach Newsletters Unlimited (NU). Contact NU on 03-9756-7797 or newunltd@bigpond.net.au. Also on mobile – 0419-532-164 (Gillian) or 0400-567-731 (John). The Editor will determine if the advertisement is eligible for

the concession provisions of this policy. If not eligible, normal rates will apply. (See items 21 to 23 below.)

9. To place inserts (loose-leaf flyers) in *AR* for publication, contact the WIA office. Note that arrangements for flyers will be handled only by the WIA National office (WIA). Contact details for the WIA appear on page 2 of *AR* every month.
10. Space in the magazine must be booked by 10th of the month prior to publication. Material to be published must be delivered to NU by 15th of the prior month. Late submissions will be published in the following issue of *AR*.
11. A similar time frame applies to flyers, noting that material must be delivered to the WIA.

Transmission of Advertising Copy

12. It is strongly preferred that all advertising copy be delivered to NU or WIA electronically, either on disk or by Internet.
13. All text material should be sent in Microsoft Word® or, if already typeset, pdf format, and diagrams/photos in tif or jpg format, to ensure that the original is faithfully reproduced during publication. If not so received, NU may charge an additional fee for artwork preparation.

Colour Options

14. Most advertising by Clubs is in black & white (mono) and this is the basic option. Two-colour (spot colour) or four-colour (full colour) may be arranged by paying extra (see item 19 below.).
15. Only certain pages within the magazine are printed in colour, and full colour is not always available. If a mono advertisement happens to be placed on a colour page to suit layout requirements, then the Club gets a bonus colour presentation, provided that the original material was in colour.
16. Colour may be added to flyers by the use of coloured paper, which may attract additional costs.

Artwork Preparation for Advertisements

17. If the advertising copy is fully prepared and ready for publication, no charges for artwork preparation will normally apply.
18. If the material is provided in draft form, NU offers its artwork preparation and layout services to make the advertisement ready for publication. An additional fee applies, which will vary on a case by case basis.

Advertising Rates

19. The rates listed below should be used as a guide only, and firm prices obtained from NU. These rates are quoted in dollars and include GST.

In Magazine	mono	spot colour	full colour
Full Page	400	470	570
Half Page	225	295	370
Third Page	160	240	300
Sixth Page	100	145	190
Twelfth Page	45	n/a	n/a

20. Rates for flyers depend on the size and paper used, whether single or double sided and whether delivered to all States, plus other variables. They also attract charges for insertion at the mailing house. Prices should be negotiated with WIA on a case by case basis.

Concessions

21. One advertisement may be placed without charge in *AR*, per calendar year per Club, on the following conditions:
- the Club is affiliated with the WIA,
 - the size matches one of the options listed at item 1 above, up to one Half Page,
 - it is in black & white (the Club may upgrade to colour at its own cost), and
 - no artwork preparation costs will be met by the WIA (see items 13 & 18).
22. No concessions are available in respect of flyers. Clubs will be invoiced for all *AR* inserts and the charges will include printing and any additional mail house and postage costs incurred as a result of the flyer. There is no limit to the number of inserts a club can include, noting that all costs will be charged to the club.
23. Where two or more affiliated Clubs are acting jointly, one advertisement may be placed without charge within *AR*, per calendar year. The size of the advertisement must match one of the options set out in item 1 above. This concession is subject to space availability, but early booking can avoid that problem. Colour upgrade and artwork preparation services are available if the cost increase is met by the advertisers. The Clubs concerned may not claim any additional concessions in the same calendar year. Clubs seeking to take advantage of this concession are advised to first discuss their requirements with the Editor of *AR* at: editor-armag@wia.org.au

Definitions

24. The Editor shall always have the right to reject, or require changes to, any advertising for any reason.
25. The content of all advertisements shall be restricted to Club activities and shall not include any material of a commercial or personal nature.

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