

Amateur Radio Magazine

Policy on Advertising for Amateur Radio Clubs

Vers 2010_02_01

This policy applies from 1 March 2010.

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) are produced to this dimension, not A4. Supply of A4 inserts will attract additional costs. Note that flyers supplied by the Club for inclusion **MUST** be printed on 100 gsm or heavier stock.
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.
6. All bookings for Club advertisements or flyers must be made through the Secretary of Publications Committee, including the appropriate Booking Form. Clubs can request a booking form or download the form from the *AR* pages on the WIA website. The forms and this document can be found at the bottom of the *AR* welcome page (<http://www.wia.org.au/members/armag/about/>).

Distribution

7. Advertisements in *AR* appear in all copies printed, and so their distribution cannot be restricted to one (or more) particular State(s).
8. 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 the Secretary of Publications Committee (armag@wia.org.au). 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 Secretary of Publications Committee (PubCom) (armag@wia.org.au). Following registration and approval, the Club will be billed by the WIA office (WIA).
10. Space in the magazine must be booked by first of the month prior to publication. Material to be published must be delivered to the Secretary of PubCom by the first of the prior month. Late submissions will be published in the following issue of *AR*.

Transmission of Advertising Copy

11. It is strongly preferred that all advertising copy be delivered electronically, either on disk or by Internet.
12. 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

13. Most advertising by Clubs is in black & white (mono) and this is the basic option. Four-colour (full colour) may be arranged by paying extra (see item 19 below).
14. 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.
15. Colour may be added to flyers by the use of coloured paper, which may attract additional costs.

Artwork Preparation for Advertisements

16. If the advertising copy is fully prepared and ready for publication, no charges for artwork preparation will normally apply.
17. If the material is provided in draft form, our publishing house 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. If a club indicates that layout services are required, the club will be contacted with a quotation prior to publication.

Advertising Rates

18. The rates listed below should be used as a guide only, and firm prices obtained from Secretary of Pub Com. These rates are quoted in dollars and include GST.

In Magazine	mono	full colour
Full Page	300	450
Half Page	200	300
Third Page	150	225
Sixth Page	120	170
Twelfth Page	50	n/a

19. 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

20. One advertisement may be placed without charge in *AR*, per calendar year per Club, on the following conditions:

- a. the Club is affiliated with the WIA,
- b. the size matches one of the options listed at item 1 above, up to one Half Page,
- c. it is in black & white (the Club may upgrade to colour at its own cost), and
- d. no artwork preparation costs will be met by the WIA (see items 13 & 18).

21. 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.

22. Where two or more affiliated Clubs are acting jointly in organising an event, one larger advertisement may be placed without charge within *AR*, per calendar year, by combining the individual club concessions, up to a maximum of one full page, instead of up to one half page per club. 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

23. The Editor shall always have the right to reject, or require changes to, any advertising for any reason.

24. 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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