

## Advertising Rates and Information for Advertisers

Size/type	Casual Booking (per issue)	Regular (per month) (6 consecutive issues or more)
Full page - colour	\$242	\$220
Full page - black/white	\$169	\$145
Half page - colour	\$155	\$135
Half page - black/white	\$99	\$85
Quarter page - colour	\$99	\$90
Quarter page - black/white	\$60	\$55
Classified	\$25	\$25
Inside front cover	<i>Negotiable</i>	<i>Negotiable</i>
Inside back cover	<i>Negotiable</i>	<i>Negotiable</i>
Inserts *	\$220	N/A

Rates include GST.

\* Advertiser to supply inserts or by negotiation. Rate applies to single A4/A5 pages or brochures. The cost of larger items depends on the weight.

Back cover and inside front cover pages, by negotiation and must be taken for minimum of six publications.

### Publication months and advertising deadline:

Month	Closing date	Estimated date received by members/readers
July/Aug	10-Jun	15-July
Sep/Oct	10-Aug	15-Sep
Nov/Dec	10-Oct	15-Nov
Jan/Feb	10-Dec	15-Jan
Mar/Apr	10-Feb	15-Mar
May/Jun	10-Apr	15-May

All advertising to be received (with payment) at the following address prior to the deadline:  
Dressage NSW, Centreline Magazine, PO Box 372, RICHMOND, NSW, 2753

**Regular advertisers** will be invoiced monthly.

**Payment/cheques:** to be made payable to the Dressage NSW.  
Centreline reserves the right to discontinue adverts if payments fall behind.

### Advertising copy

For simple type setting advertisements, we can design your advert for you at no extra cost. Please supply a rough outline of your advert with the text required along with a high-resolution digital image of any logos to be included. For more complex adverts, an additional fee may be charged. Please contact the Editor, to discuss further.

Electronic adverts: Centreline is produced in Adobe InDesign.

PDF files preferred and supplied in grayscale (or CMYK where appropriate for cover pages only). All fonts and images **MUST** be embedded). JPEG, EPS or Tiff files accepted. Resolution at least 300 dpi.

### Advert size specifications (including borders)

Full page	210mm x 297mm (3mm bleed)
Half page	195mm x 130 mm (landscape) or 90mm x 270mm (portrait)
Quarter page	90mm x 130 mm

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