

Please call us if you have any artwork queries or requests on (03) 8506 9908

sales enquiries

Sarah 0418 342 235
sales@3008docklands.com.au

artwork specifications

Acceptable Formats

High-resolution PDF is the only acceptable artwork format for 3008docklands magazine. You may also submit artwork via Quickcut (for more info call 8506 9908). All artwork must adhere to the following file specifications:

- Inkweight** Supplied material may have up to 300% inkweight coverage.
- Logos** All vector/line art images must be 2400dpi and CMYK
- Photos** All embedded images must be at least 300dpi and saved as CMYK jpeg or tiff files
- Colours** Ensure all colours are supplied as CMYK
- Fonts** Ensure all fonts are converted to outlines
- Bleed** 3mm bleed is only required on two advertisement sizes:
 1. Double page spread
 2. Full page

Client Supplied Proof

Colour Laser You may supply us with a colour laser of your accepted quality

Conditions

While every care is taken with your artwork it is the ultimate responsibility of the client to ensure their supplied content has been thoroughly checked including: spelling, contact details and logos. Corporate and Spot colours that are provided will be converted to their CMYK. In addition:

- 3008docklands magazine does not accept responsibility for the accuracy and/or correctness of the artwork
- The client understands that the colour accuracy of printed ads, scanned pictures and additional elements can and does vary from different proofing systems, and at times from edition to edition
- It is the client's responsibility that the artwork supplied does not breach copyright laws

advertisement sizes

double page spread
(215 high x 490 wide)
+ 3mm bleed

full page
(215 high x 245 wide)
+ 3mm bleed

half page (horizontal)
(95 high x 220 wide)

NEED YOUR DOUBLE PAGE SPREAD ADVERTISEMENT DESIGNED?
DESIGN PRICE: **\$300**+GST

NEED YOUR FULL PAGE AD DESIGNED?
\$200+GST

NEED YOUR HALF PAGE AD DESIGNED?
\$100+GST

half page (vertical)
(190 high x 108 wide)

1/4 page (vertical)
(190 high x 52 wide)

1/4 page (horizontal)
(50 high x 220 wide)

business card
(50 high x 71 wide)

NEED YOUR HALF PAGE AD DESIGNED?
\$100+GST

NEED YOUR QUARTER PAGE AD DESIGNED?
\$75+GST

NEED YOUR QUARTER PAGE AD DESIGNED?
\$75+GST

NEED YOUR BUSINESS CARD AD DESIGNED?
Inclusive

need a layout done from existing print ready artwork?

3008docklands Magazine Art Department would love to help you layout your advertisement. We have a range of set costs listed above. The costs are per concept, should your require more than one concept throughout your annual bookings. Simply provide us with your text, images & logos in print ready format, and we will email you a proof for you to approve!

don't have any print ready artwork?

Don't panic! 3008docklands Magazine Art Department would love to help you design your advertisement. We charge the hourly rate of \$95+GST, and our designers are both fast and great to deal with. Please contact us to discuss your design brief, and you'll be provided with a written estimate so that you can approve your budget in writing before we begin designing your advert.

advertising rates

	casual issues	x3 issues	x6 issues	x12 issues
standard				
DPS double page spread	\$2600	\$2340*	\$2080*	\$1820*
FP full page	\$1400	\$1260*	\$1120*	\$980*
HP half page	\$1100	\$990*	\$880*	\$770*
QH quarter page	\$643	\$579*	\$515*	\$450*
BUS business card**	\$215	\$193*	\$172*	\$150*
premium				
FC front cover	Includes Full Page Story on Page 5. Pricing available upon request.			
IFDPS inside back double page spread	\$3500	\$3150*	\$2800*	\$2450*
IF inside front cover	\$1750	\$1575*	\$1400*	\$1225*
IBDPS inside back double page spread	\$3500	\$3150*	\$2800*	\$2450*
IB inside back cover	\$2050	\$1845*	\$1640*	\$1435*
BC outside back cover	\$2500	\$2250*	\$2000*	\$1750*
CDPS centre double page spread	\$3120	\$2808*	\$2496*	\$2184*
PFP premium full pages 3 and 5	\$1650	\$1485*	\$1320*	\$1155*
SS section sponsorship	Pricing available upon request.			
AVL advertorial	For clients who prefer to get their message across in an editorial format. Pricing available upon request.			

*per issue **artwork included

nb: All prices exclude GST. 10% agency commission is available. Conditions apply. Please enquire.

2009 booking deadline is the 15th of each month - artwork deadlines:

issue	deadline	issue	deadline	issue	deadline
February	19th Jan	June	18th May	October	18th Sep
March	18th Feb	July	18th Jun	November	19th Oct
April	18th Mar	August	17th Jul	Dec/January	18th Nov
May	17th Apr	September	18th Aug		

Accepted Media

Email compress files into an archive to less than 10MB and email to art@3008docklands.com.au or if larger than 10MB please burn cd/dvd and mail to: 3008docklands Magazine Art Department Suite 3, 15-17 Pakington Street St Kilda VIC 3182

