

THE CICHLID MONTHLY

Advertising Rates 2010

Victorian Cichlid Society Incorporated

Certificate of Incorporation # A0012794D

Inside Covers
128 mm x 191.5 mm

INSIDE COVERS



Victorian Cichlid Society Incorporated
Certificate of Incorporation # Q0012794D

'The Cichlid Monthly' Advertising Rates

The Victorian Cichlid Society's journal, 'The Cichlid Monthly', is published 11 times per year, February through December. It is distributed free to all financial members of the Society and is also sold to the public via supporting retailers.

The magazine is exchanged with many Australian and foreign aquarium clubs, as well as being distributed electronically to interested individuals and organisations across Australia and the world.

Its pages provide advertising space at attractive rates for supporting businesses, in a wide range of sizes:

Volume (11 issues) Rate	1-Column	half-width	2-Column	3-Column
Depth	(40.6 mm)	(63 mm)	(84.3 mm)	(128 mm)
.25pp (45.25 mm)	n/a	\$66	\$85	\$100
.3pp (61 mm)	\$55	\$90*	\$105	\$130
.5pp (92.5 mm)	\$80	\$120	\$155	\$190
.6pp (126 mm)	\$110	\$180	\$160	n/a
Full Depth (187 mm)	\$120	\$200	n/a	\$390
Inside Covers (128 x 191.5 mm)	-	-	-	\$380
Back Cover (128 x 191.5 mm)	-	-	-	\$450
Casual (1 issue) Rate	1-Column	half-width	2-Column	3-Column
Depth	(40.6 mm)	(63 mm)	(84.3 mm)	(128 mm)
.25pp (45.25 mm)	n/a	n/a	n/a	\$20
.3pp (61 mm)	\$15	n/a	n/a	\$25
.5pp (92.5 mm)	\$20	n/a	n/a	\$40
Full Depth (187 mm)	\$40	-	-	\$55.00

Artwork:

Initial artwork is created free of charge and remains the property of the Victorian Cichlid Society Incorporated. Redesign* of advertisements less than two years old will incur a fee of 25 per cent or \$35.00, whichever is the lesser. The same fee applies to the supply of electronic files for publication elsewhere. Contact the Editor for details. (*Changes of address, phone numbers etc do not constitute a redesign and are made on request, subject to deadline, free of charge.)

Advertisers who wish to supply finished artwork electronically may, subject to deadlines, submit modified or replacement files at any time. (IE: diy ads can change every month – free. An economical paid service is available also.) Deadline for copy is normally the second Wednesday of the month. See File Specifications on page 4.

E-mail: victoriancichlidsociety@hotmail.com

Full-page
128 mm x 187 mm

FULL-WIDTH

3-column x 1/4-page
128 mm x 45.25 mm

3-column x 1/2-page
128 mm x 92.5 mm

3-column x 1/3-page
128 mm x 61 mm

1-column x full-depth
40.6 mm x 187 mm

SINGLE COLUMN

1-column x 2/3-page
40.6 mm x 124 mm

1-column x 1/2-page
40.6 mm x 92.5 mm

1-column x 1/3-page
40.6 mm x 61 mm

HALF-WIDTH

.5pp x 1/3-page
63 mm x 61 mm

.5pp x 1/2-page
63 mm x 92.5 mm

.5pp x 2/3-page
63 mm x 124 mm

.5pp x 1/4-page
63 mm x 42.25 mm

.5pp x full-depth
63 mm x 187 mm

Payment:

Coin-of-the-Realm is fine, but an alternative payment method is goods whose retail value is equivalent to, or more than, the price of the advertisement. These items are used as Draw Prizes, giving further exposure to the advertiser.

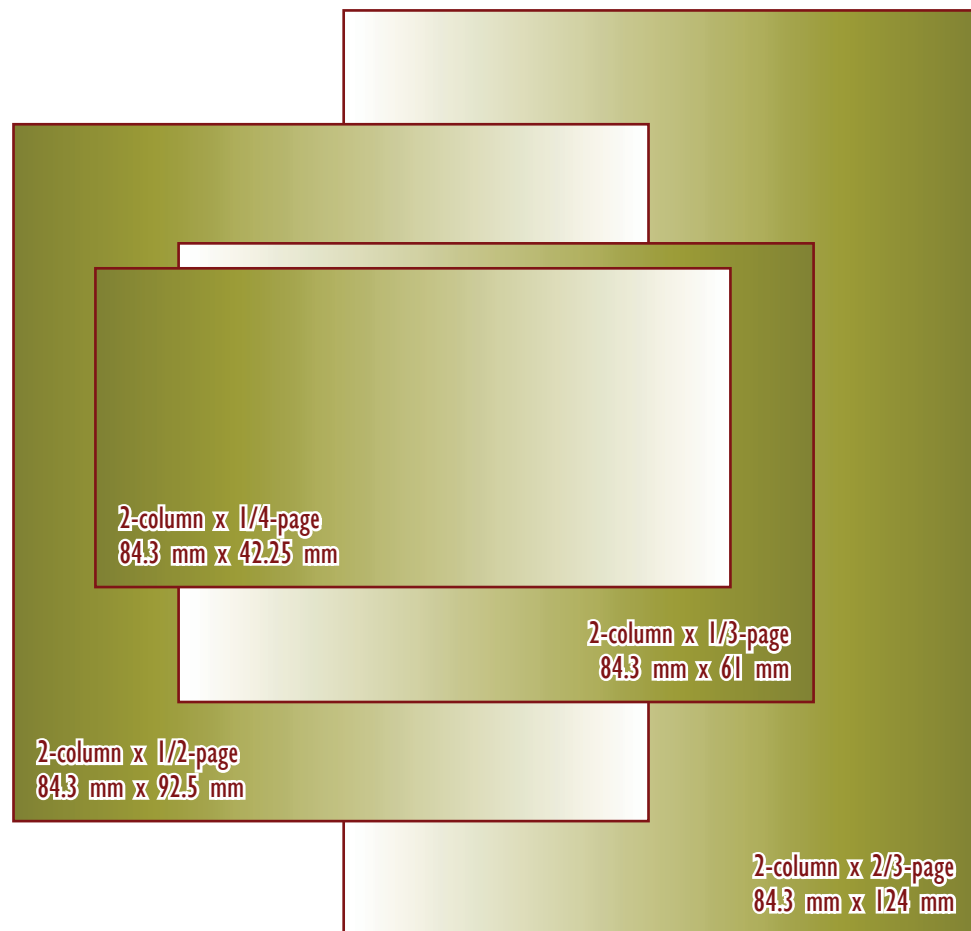
Arrangements can be made for goods to be picked up by an authorised member.

File Specifications:

Files must be the correct booked dimensions (failure to supply the correct size will result in scaling, distortion, or wasted/inappropriate white space). See the Table on Page 1 for a complete list of available sizes.

Illustrator, Indesign and Photoshop documents are accepted (pdf, tif, psd, jpeg etc). If using QuarkXpress, MS Publisher or a word processor, you will need to create a pdf file for publication. Contact the Editor for details.

PDF files *must* have fonts embedded. All page elements to be CMYK at 150-300 dpi.



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INSIDE COVERS

Back Cover
128 mm x 191.5 mm

