



# PISTOL AUSTRALIA INC.

## AUSTRALIAN PISTOL SHOOTERS BULLETIN

In 2010 three editions of the *Australian Pistol Shooters Bulletin* (Bulletin) will be published. The magazine caters directly to Pistol Australia members who want a quality magazine that compares with market standards in aesthetic appeal and content that is up to date and informative. We believe that the Bulletin delivers this and therein provides added benefits to both our readers and advertisers alike.

### 2010 PUBLICATIONS

Issue	Edition	Deadline Date
Vol 17 No 1	May	26 March
Vol 17 No 2	August	18 June
Vol 17 No 3	December	22 October

### 2010 ADVERTISING RATES

#### Full Colour Display

Display	Rate (Ex GST)
2 Page Spread	\$2000
Full Page	\$965
Half Page	\$710
Third Page	\$520
Quarter Page	\$475

#### Black & White Display

Display	Rat (EX GST)
2 Page Spread	\$1440
Full Page	\$682
Half Page	\$420
Third Page	\$360
Quarter Page	\$280

### LOADINGS

Back Cover 30%	Inside Front cover 25%
Inside Back Cover 20%	Right hand page 15%

### DESIGN & ARTWORK PRODUCTION FEES

Typesetting	\$120 / hour (\$30 minimum charge)
Design	\$150 / hour (no minimum charge)

### SPECIFICATIONS FOR ARTWORK SUPPLIED

The *Australian Pistol Shooters Bulletin* is produced by sheet fed offset printing on 95gsm gloss paper. Completed artwork can be supplied on CD, DVD or via email.

Acceptable file formats for completed artwork are: Press optimised CMYK PDF, Adobe Indesign and Quark Express 3.32 & 4 documents. Artwork supplied in Quark or Indesign must include all linked images and all complete font suitcases. All digital images should be CMYK 300dpi at print size.

DESCRIPTION	TO TRIM (height x width)
Full Page	275mm x 208mm
Half Page	125mm x 185mm (no bleed allowed)
1/4 Page	128mm x 88mm (no bleed allowed)
1/4 Page Strap	55mm x 185mm (no bleed allowed)

\*Artwork to trim must include 5mm bleed to any outside edge.

### TERMS AND CONDITIONS

**GENERAL CONDITIONS.** Advertising accepted for publication in the *Australian Pistol Shooters Bulletin* is subject to the conditions set out here and the rules applicable to advertising laid down from time to time by the Media Council of Australia. Every advertisement is subject to the approval of Pistol Australia who may at its discretion refuse to accept any advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. Pistol Australia accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions.

**INDEMNITY & WARRANT.** The advertiser agrees to indemnify and keep indemnified the *Australian Pistol Shooters Bulletin* in respect of all liabilities, losses, damage costs or expenses whatsoever in relation to any claim, demand, action, suit or proceeding whatsoever brought by Any third party arising out of or in connection with any material published in the *Australian Pistol Shooters Bulletin* on behalf of the advertiser. The advertiser warrants to the *Australian Pistol Shooters Bulletin* that all advertising material and information to be submitted on behalf of the Advertiser is such that its publication will not infringe the provision of any law or statute and will not give rise to any claim or right of action whatsoever against Pistol Australia whether at common law or statute.

**CANCELLATIONS.** Cancellation of your advertising up to four weeks prior to the publication date will incur a penalty fee of 50% of advertising cost. Cancellations less than four weeks prior to publication cannot be accepted.

**COPYRIGHT.** All artwork and photography produced by the *Australian Pistol Shooters Bulletin* is copy right to Pistol Australia.

**ARTWORK.** The Publisher reserves the right to reject any advertisement as a whole. All advertisements are accepted subject to the Publisher's approval without prejudice in every respect with regard to material, layout or otherwise and may be modified or altered at the Publisher's discretion if the material supplied is not in accordance with the mechanical specifications. The Publisher takes no responsibility for incorrect placement or material provided by the Advertiser that is not accompanied by specific written material instructions. The cost to the Publisher of making good any such material shall be paid by the Advertiser to the Publisher on demand. The Publisher shall not be responsible for any loss or damage consequent to the failure of an advertisement to appear in accordance with the instruction given by the Advertiser. All advertising material must be supplied to the Publisher in accordance with the mechanical specifications by the Advertising deadline. If material is not supplied by the Advertising deadline the Publisher reserves the right to repeat the most recent material. Alternatively, the Advertiser or his agent will be charged for the advertising space as contracted and the space will be filled at the Publisher's discretion.