

ASA Satellite Editor

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satellite@asa.ac.nz



ASA Designer

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Advertising Rate Card 2009

SIZE	PRICE GST-exclusive	PROPORTIONS
Inside Front Cover	\$900	Full bleed - 210 x 280mm High Trim size - 200 x 270mm High
Back Cover	\$1,000	Full bleed - 210 x 280mm High Trim size - 200 x 270mm High
Double-page Spread	\$1,150	Full bleed - 420 x 280mm High Trim size - 400 x 270mm High
Full Page	\$700	Full bleed - 210 x 280mm High Trim size - 200 x 270mm High
Half-page Horizontal	\$500	170mm Wide x 120mm High
Half-page vertical	\$500	85mm Wide x 240 mm High
Quarter-page	\$350	85mm Wide x 120mm High
Single-page Banner	\$200	170mm Wide x 40mm High
Eighth-page (Business Card)	\$80	85mm Wide x 60mm High
Inserts (Pre-printed) per 1000	\$3000	Up to 170mm Wide x 240mm High

Prices are negotiable

All advertisements are printed in four-colour process

Discounts may apply when more than two spaces are booked

Technical Specifications

Media Delivery Type:

CD, Floppy, email - satellitemagalbany@gmail.com

Preferred File Type:

PDF. Otherwise - .EPS, Illustrator .AI, Photoshop .PSD, .TIF

(Convert type to outlines or include any fonts).

Satellite uses a PC Platform and is constructed using Adobe InDesign CS3. Please include all .TIFs, .EPS (logos and graphics)

Web Press Settings:

4-colour, 120 lpi (240 pixels/inch - Image size)

Photoshop:

Black and White 120 lpi, (240 pixels/inch - Image size)

SWOP (Newsprint) - specifications for web offset publications:

Dot gain 30%

Use Dot gain for Grayscale images

Separation Type - GCR

Black Limit - 80%

Total Ink Limit 220%

Size:

Colours must be in CMYK corrected

Full bleed page - 210mm x 280mm. Trim size - 200mm x 270mm

Image size - 250mm x 180mm.

Questions:

Please contact the ASA Designer

P: 09 4439740 Email: teched@asa.ac.nz