

THE CICHLID MONTHLY

Advertising Rates 2011

Victorian Cichlid Society Incorporated

Certificate of Incorporation # A00127940

Inside Covers
112 mm x 191.5 mm

INSIDE COVER



Victorian Cichlid Society Incorporated
Certificate of Incorporation # 00012794D

'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 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 Rate (11 issues) | 1-Column (54.5 mm) | 2-Column (112 mm) |
|--|------------------------------|-----------------------------|
| .3pp (61 mm deep) | \$100 | \$200 |
| .6pp (124 mm deep).. .. | \$200 | \$350 |
| Full Depth (187 mm deep) .. | \$350 | \$375 |
| Inside Covers (112 x 191.5 mm deep) .. | \$425 | |
| Back Cover (112 x 191.5 mm deep) .. | \$550 | |
| Add \$35 per month for colour (discounts apply for more than two months). | | |
| Casual Rate (pages only) | | |
| .3pp (61 mm deep) | \$25 | \$50 |
| .6pp (124 mm deep).. .. | \$50 | \$100 |
| Full Depth (187 mm deep) .. | \$75 | \$150 |

Artwork:

Initial artwork is created free of charge but 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 be changed monthly – free. An economical paid service is also available.) Deadline for copy is the second Wednesday of the month. See File Specifications on page 4.

E-mail: victoriancichlidsociety@hotmail.com

Full-page
112 mm x 187 mm

DOUBLE-COLUMN

2-column x .3-page
112 mm x 61 mm

2-column x .6-page
112 mm x 124 mm

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

SINGLE-COLUMN

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

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

Payment:

Coin-of-the-Realm is fine, but an alternative payment method is goods whose retail value significantly exceeds 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.

Colour Loading:

The Colour Loading must be paid by cash/cheque/bank transfer, before publication.

VCS Direct Transfer details:

Commonwealth Bank BSB: 06 3206
Account No: 10023958
Account Name: Victorian Cichlid Society Incorporated

File Specifications:

An advertisement's page size must equal 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.

Inside Cover
112 mm x 191.5 mm

INSIDE COVER

Back Cover
112 mm x 191.5 mm

