

Fishing Today

The magazine of the Tasmanian Seafood Industry Council

Specifications for supply of advertisements

Advertisements can only be accepted in digital format if they conform to our specifications or a preparation fee will apply. Changes to existing ads will incur a charge.

Please note: a 3mm bleed is required only on full page ads.

Digital format

All ads supplied on disc must have an accompanying proof.

MAC platform

Digital ads should be supplied suitable for use on MAC platform, in PDF, Tiff or EPS formats:

- **PDF** Print ready (high resolution) PDF files are our preferred format.
- **Tiffs** Supply tiffs actual size greyscale mode or colour (CMYK) mode at 600dpi.

- **EPS** Supply EPS files at actual size with all fonts converted to outlines (paths) and all support graphics embedded, illustrator9. eps (and later) docs are preferred.

PC platform

We run a totally Macintosh platform, files produced from the PC platform may be suitable, but should be supplied as print ready (High resolution) PDF files.

Transport medium

Digital files can be supplied either on CD, or by Email.

Would you like us to design your ad?

Unsure how to produce your advertisement? Our highly competitive rates for layout and design are charged on an individual basis and are calculated on time taken for production.

Clients are requested to provide typed text, original photographs, logos and clear diagrams as required. Proofs will be supplied as a faxed black and white laser copy proof or emailed colour PDF file.

Further information

For bookings, ad sizes and accounts, contact the Admin Officer, Mary Brewer as below.

For any questions regarding ad specifications, file formats or platforms, please contact Yvonne Buckley at Artemis on Ph: 6231 6122, Fax: 6231 6322 or email: mail@artemispub.com.au

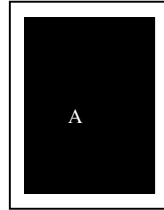
***Please send all ads to tsic@tsic.org.au ***

Fishing Today

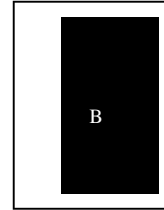
Advertising Rates

	Casual	Contract
A	\$775	\$715
B + C	\$610	\$555
D	\$480	\$445
E + F	\$345	\$325
G	\$335	\$315
H	\$295	\$280
I+J	\$255	\$240

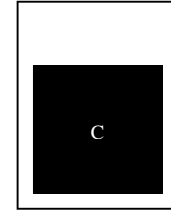
Advertising Sizes



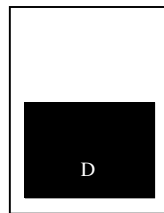
A– 248x186
(Full Page)



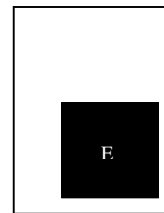
B– 248x120
2/3 Vertical



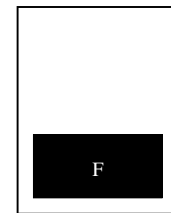
C– 160x186
2/3 Horizontal



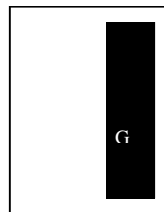
D–120x186
1/2 page



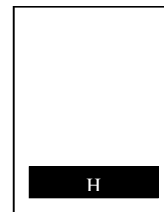
E– 120x120
1/2 square



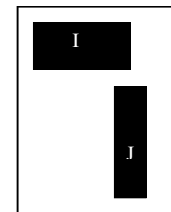
F– 80x186
1/3 Horizontal



G– 248x55
1/3 Vertical



H– 60x186
1/4 Horizontal



I– 80x120
J– 160x55
2/9th Hor. or
2/9th Vert.

Contract prices are per edition for 6 issues
Prices Shown are not GST inclusive

Preferred Positions: (only if available)
10% surcharge

Inserts: On application (trim 1.5) \$500

Classifieds: On application - from \$30

Artwork: arranged at advertiser's
expense

For Advertising inquiries please
contact : **Mary Brewer**
Administrative Officer - Advertising

Ph: (03) 6224 2332
Or (03) 6224 2066
Fax: (03) 6224 2321

email: tsic@tsic.org.au

Tasmanian Seafood Industry Council
PO Box 878
Sandy Bay Tasmania 7006

117 Sandy Bay Road
Sandy Bay Tasmania 7005

* Advertising sizes are shown in millimetres

2009

COVER DATE	ADVERTISING DEADLINE	MAILING DATE
Feb/Mar	21 Jan	13 Feb
April/May	19 Mar	14 April
June/July	20 May	15 June
Aug/Sep	22 July	17 Aug
Oct/Nov	23 Sept	19 Oct
Dec/Jan 09	11 Nov	14 Dec