



Advertising Rate Card Specifications Deadlines

Australian Citrus News (ACN) is the voice of Australia's peak grower body, Citrus Australia Limited, and its official magazine.

ACN provides focused, up-to-date information on trends, market developments affecting Australia's citrus industry and its national and international markets.

Editorial content is delivered in an easy-to-read style and includes technical information, market trends both export and domestic, production developments, key industry issues, research and development, profiles and on-farm reports.

Published by AgriHort Communications with direction from the industry's peak body Citrus Australia Limited, ACN is a bi-monthly publication with a total readership estimated at 5000 per issue.

With 2500 copies distributed nationally six times per year, ACN is direct mailed to all commercial citrus growers.

It is also distributed to associated industry bodies including: consultants, state agriculture departments, private consultants, agronomists, research institutes, economists and media, where it is considered a vital resource reference on the citrus industry.

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Advertising Rates & Specification Chart

	Casual	3 Issues	4+ Issues	Artwork (if required)
Full Page Display Trim: 297mm (h) x 210mm (w) Full Bleed Area: 303mm (h) x 216mm (w) Insert Boarder Art: 277mm (h) x 190mm (w)	\$1,607	\$1,567	\$1,527	Quoted at \$110 + GST per hour
Half Page Display Horizontal Trim: 130mm (h) x 180mm (w) Vertical Trim: 265mm (h) x 87.5mm (w)	\$694	\$940	\$916	Quoted at \$110 + GST per hour
Third Page Display Horizontal Trim: 90mm (h) x 180mm (w) Vertical Trim: 265mm (h) x 57mm (w)	\$643	\$627	\$611	Quoted at \$110 + GST per hour
Quarter Page Display Horizontal Trim: 63mm (h) x 180mm (w) Vertical Trim: 130mm (h) x 87.5mm (w)	\$530	\$517	\$504	Quoted at \$110 + GST per hour
Trade Directory Classifieds				
1 Unit: 50mm (h) x 90mm (w)	\$120	\$135	\$120	Quoted at \$110 + GST per hour
2 Units: 104mm (h) x 90mm (w)	\$240	\$260	\$230	

Inserts & Advertorial: Details supplied on request
Please note above rates do not include GST. Agency Commission: 10%

Advertising Deadlines & Distribution Dates*

Edition	Booking Deadline	Material Deadline	Release Date*
March 2015	Fri 30 January	Fri 6 February	Mon 16 February
June 2015	Fri 8 May	Fri 24 May	Mon 25 May
September 2015	Fri 14 August	Fri 21 August	Mon 31 August
December 2015	Fri 6 November	Fri 13 November	Mon 23 November

*Release dates are indicative only, and are subject to change without notice should late-breaking Editorial or other content issues arise.

Artwork Technical Requirements

Dimensions:	All artwork must be supplied at final correct size (see Advertising Rates & Specification Chart above).
File Format:	All final art must be supplied in full CMYK colour format, as a 'Press Quality' PDF (i.e. 300dpi image resolution) with crop marks where appropriate (essential for full page ads). NO RAW FORMAT FILES PRODUCED IN OTHER SOFTWARE WILL BE ACCEPTED.
Quickcut:	Material will be accepted via Quickcuts pre-flight and PDF delivery system.
Images:	Embedded images must be minimum 250dpi at the actual size used in final artwork.
Fonts:	Must be embedded.
Delivery:	Final PDFs are to be emailed to advertisingcitrus@agrihortcommunications.com.au or mailed on CD or USB to AgriHort Communications, PO Box 192, Park Orchards, VIC 3114 by the Material Deadline date.

The Publisher accepts no responsibility for the correct reproduction of supplied advertising material that fails to meet the requirements stated above.

*Artwork Preparation

*Advertisers requiring artwork to be prepared by ACN will be charged per the table above or will be quoted at \$80 per hr (plus GST). All artwork will comprise an initial draft (prepared from client-supplied material) and only one round of client corrections. Client changes required beyond one round will be costed at an additional \$80 per hr (plus GST).