

2015

turf
australia



www.turfaustralia.com.au



Advertising Rate Card Specifications Deadlines

Australia's \$3 billion turf industry has developed rapidly over recent years with growers seeking and embracing new technologies to make their businesses more efficient and viable.

With 6700 hectares of turf under production at any time, the industry has approximately 400 turf production businesses that employ some 80,000 people.

A unique aspect about Australia's turf industry is its whole-of-supply-chain view which works for the advancement of turf producers and those maintaining small or large tracts of turf.

The industry's 'new-look' magazine provides focused, up-to-date information on trends, developments and issues affecting Australia's turf industry and its markets. Editorial is delivered in an easy-to-read style and includes the latest news, technical information, market trends, innovation, production developments, profiles and on-farm reports.

Published by AgriHort Communications with direction from the industry's peak body Turf Australia, the quarterly magazine services growers, researchers, industry consultants and government bodies.

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Advertising Rates & Specifications (Display)

	Casual	2 Issues	4 Issues	Artwork (if required)
Full Page Trim: 297mm (h) x 210mm (w) Bleed: 303mm (h) x 216mm (w) Type Area: 277mm (h) x 190mm (w)	\$990	\$941	\$891	Quoted at \$110 + GST per hour
Half Page Horizontal Trim: 127mm (h) x 184mm (w) Vertical Trim: 259mm (h) x 89.5mm (w)	\$594	\$564	\$535	Quoted at \$110 + GST per hour
Third Page Horizontal Trim: 83mm (h) x 184mm (w) Vertical Trim: 259mm (h) x 58mm (w)	\$396	\$376	\$356	Quoted at \$110 + GST per hour
Quarter Page Horizontal Trim: 61.5mm (h) x 184mm (w) Vertical Trim: 127mm (h) x 89.5mm (w)	\$327	\$310	\$294	Quoted at \$110 + GST per hour
Trade Directory < 1 Unit: 61.5mm (h) x 89.5mm (w) 2 Unit: 127mm (h) x 89.5mm (w) 4 Unit: 127mm (h) x 184mm (w)	\$120	\$230	\$360	Quoted at \$110 + GST per hour

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

Bookings Deadline

Edition	Booking Deadline	Material Deadline	Release Date*
Autumn 2015	Fri 13 February	Fri 20 February	March 2015
Winter 2015	Fri 15 May	Fri 22 May	June 2015
Spring 2015	Fri 21 August	Fri 28 August	September 2015
Summer 2014/15	Fri 13 November	Fri 20 November	December 2015

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

Supplied advertising material **MUST BE** provided one week after the booking deadline.

Packaged Advertising Rates

Package	Casual
Logo on Website	\$120
Logo on Website and Link	\$200
Prices above are based on a casual rate and can be packaged with a magazine.	

Artwork Technical Requirements

- Dimensions:** All artwork must be supplied at final correct size (see Advertising Rate & Specification Chart above).
- File Format:** All final art must be supplied in full CMYK colour format, as a 'Press Quality' PDF (ie 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 225dpi at the actual size used in final artwork.
- Fonts:** Must be embedded.
- Delivery:** Final PDFs are to be emailed to production@hydemediamedia.com.au or mailed on CD/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.