

aromatherapy today

ADVERTISING RATES

display advertisements - all prices are GST inclusive

■ RATES - full colour (where finished digital artwork is supplied by advertiser)

Front inside cover full page - A\$750

Back inside cover full page - A\$750

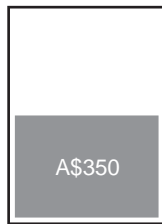
Back Cover full page - A\$950

■ RATES - black & white (where finished artwork is supplied by advertiser)



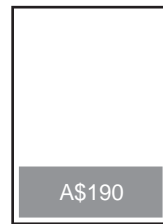
Full page

190 x 270



½ page

190 x 132



¼ page banner

190 x 64



¼ page

92 x 132

advertorial submissions

Full page article of no more than 500 words and a professional scanned black and white photograph or image.

Price includes typesetting. A\$565

brochure and promotional inserts

A4 and smaller 60c per brochure

special offer

Simply book 3 or more advertisements and receive this special package:

- * 25% discount off each of your three advertisements.
- * Your 3 or more payments are spread out over a subscription period. (You will be invoiced before your advertisements are published.)
- * Offer of bulk rate of journal at wholesale price + postage for your clients.

aromatherapy today advertising rates continued

specifications

If supplying artwork on disk , please supply as follows:

- Files: jpg, tif or eps files, 300dpi
- Platforms Supported: Adobe Indesign CS3, Illustrator CS3, Photoshop CS3, Adobe Acrobat Distiller (& downward versions)
- Fonts: All fonts used in Adobe files to be supplied on disk
- Linked files: All linked files (photographs and logos) to be supplied on disk
- Media Supported (PC formatted) CD

If supplying artwork via email please send files in jpg, tiff, eps or pdf with photos at 300dpi

Files on disk to include:

- Scans/images - All advertisements supplied on disk to be correct size
- All original image files (TIFF, JPG, EPS) used in final file to be supplied
- All scans should be supplied in correct size and at 300 dpi

Colour Advertisements - when supplied on disk

- All scans should be supplied in correct size and at 300 dpi
- Separations - File: Separations of the final document and all relevant image files (TIFF, EPS etc.) should be correct for the publication, i.e. CMYK (process)
- Note: No responsibility will be taken for any incorrect, separations or colour problems resulting from incorrectly supplied files.

booking deadlines

Cover Date	Publication Date	Display Advertisements		Brochure and Promotional Inserts	
		Booking Deadline	Material Deadline	Booking Deadline	Material Deadline
Issue 50	15 March 2011	8 February	15 February	1 March	8 March
Issue 51	13 August 2011	6 June	13 June	27 June	6 July
Issue 52	13 November 2011	6 October	17 October	13 October	6 November

conditions

Advertising costs are payable in full before the publication date. Advertisements are accepted subject to the approval of the Editor. It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1947 as amended. Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and/or damage resulting from anything published by the advertiser.

Tax Invoices

A tax invoice which will be issued prior to distribution of publication. Space will be charged, as booked, for late cancellations and overdue material. Payment is required before publication and can be made by credit card or direct debit.

Cancellations

Cancellations will only be accepted in writing and must be received before the booking deadline.