

CORROSION

& M A T E R I A L S

Quarterly Advertising Rates 2017

FEBRUARY – OIL & GAS		AUGUST – PROTECTIVE COATINGS	
Technical Article Deadline	16 December 2016	Technical Article Deadline	30 June
Booking Deadline	13 January	Booking Deadline	7 July
Material Deadline	19 January	Material Deadline	13 July
Publication Date	17 February	Publication Date	11 August
MAY – CONCRETE		NOVEMBER (C&P2017 ISSUE) – ASSET MANAGEMENT	
Technical Article Deadline	7 March	Technical Article Deadline	15 September
Booking Deadline	14 April	Booking Deadline	22 September
Material Deadline	20 April	Material Deadline	28 September
Publication Date	19 May	Publication Date	27 October

Advertising Rates (all prices include GST)

Advert Size	Finished Dimensions, mm		Price per insertion		
	Width	Depth	Casual**	2 issues	4 issues
Issue Sponsor			\$5,000.00		
Front Cover*	209	296			
Editorial, two pages	436	296			
Advertorial, two pages**	436	296	\$3,000.00	\$2,800.00	\$2,600.00
Back Cover*	209	296	\$2,500.00	\$2,200.00	\$2,000.00
Double Page Spread**			\$4,000.00	\$3,800.00	\$3,600.00
Double Page Centre Spread**			\$4,500.00	\$4,200.00	\$3,900.00
Full Page*	209	296	\$2,200.00	\$1,950.00	\$1,800.00
Half page	190	125	\$1,700.00	\$1,450.00	\$1,200.00
Third Page			\$1,500.00	\$1,350.00	\$1,050.00
Vertical	125	125			
Horizontal	190	83			
Quarter Page			\$1,400.00	\$1,200.00	\$780.00
Vertical	95	125			
Horizontal	190	62			
Business Card	60	40	\$300.00	\$260.00	\$180.00

Inserts – Price on Application

* All full page advertisements also include four issues of complimentary business card listings from date of initial booking.

** Subject to ACA approval.

No discounts on casual bookings.

Finished Artwork:

Finished artwork needs to be sent in electronic format to the ACA via mail to Marketing Manager, PO Box 112, Kerrimuir, Vic, 3129 or on email to twinn@corrosion.com.au. All photos, diagrams etc are recommended to be 300dpi. Suitable image files include jpeg, tiff, psd, eps and high resolution pdf. All artwork must have at least 5mm of bleed as well as cropmarks.

Advertising Layout:

If you require the services of a professional Graphic Designer to design and/or lay-out your advert, the ACA can arrange this service for a discounted fee. Please enquire about this service when booking your advertising space.

