

Why advertise?

The AWA Update Magazine is the only official publication covering news and events for Japanese Red and Black cattle producers, processors and marketers in Australia and abroad. The Update Magazine has a circulation of 1000 and is the mostly widely read Wagyu publication in Australia. The Magazine covers everything from general interest through to technical updates and provides a unique opportunity for low cost advertising to a broad reader base.

For further information, please contact the Wagyu office on 02 6773 3138 or email office@wagyu.org.au

Deadlines

Publishing dates are subject to the discretion of the Australian Wagyu Association Board. The aim is to produce 3 issues per year. Advertisers will be contacted when a new issue is in production to allow time for design and submission of new adverts.

AUG 2009 - Advert submission deadline JUL 1st 2009

DEC 2009 - Advert Submission deadline NOV 1st 2009

APR 2010 - Advert Submission deadline MAR 1st 2010

Design services

If you need an advert designed for The Australian Wagyu Update, we can arrange this for you.

YOU SHOULD SUPPLY

- **High-resolution images** of the products you are promoting.
- **High-resolution brand logos** and fonts you want to use.
- **Any copy** you would like to appear on the advert.

For info contact Heather from Squish Creative on 0432 949 764 or email hg.frazier@gmail.com for the cost of this design service.

This is additional to the cost of booking the actual advertising space. Please advise when booking your advert if you require this service.

Advertising rates for print-ready artwork

All rates are for full colour ads and exclude GST.

	MEMBER	NON-MEMBER
OUTSIDE BACK	\$950.00	\$1150.00
INSIDE BACK	\$700.00	\$900.00
INSIDE FRONT	\$750.00	\$950.00
CENTRE PAGE	\$700.00	\$900.00
FULL PAGE	\$550.00	\$750.00
HALF PAGE	\$400.00	\$600.00
QUARTER PAGE	\$300.00	\$400.00
MEMBER DIRECTORY	\$250.00*	N/A
FLYER INSERT**	\$450.00	\$650.00

* covers 12 months subscription

** up to A2 in size, design & print at cost

Provision of final artwork

Your designers need the following information to supply the advert correctly. Please forward this document to them at the earliest opportunity. It is imperative that artwork is sent in when requested so that the magazine can go to print.

Advertisement sizes

OUTSIDE BACK	width 210mm x height 297mm (portrait)
INSIDE COVER	width 182mm x height 257mm (portrait)
FULL PAGE	width 182mm x height 257mm (portrait)
HALF PAGE	width 182mm x height 126.5mm (landscape)
HALF PAGE	width 88.5mm x height 257mm (portrait)
QUARTER PAGE	width 88.5mm x height 126.5mm (portrait)
MEM. DIRECTORY	width 62mm x height 57mm (landscape)

Supplying artwork

- **Artwork must be supplied** with bleed and crop marks on all edges of the page.
- **Finished artwork** should be sent as a high resolution, print-ready PDF. This means a minimum of **300dpi at 100%** with no compression.
- **All fonts should be embedded** – select the 'Edit Adobe PDF' menu option and then the 'fonts' tab and click on the 'embed all fonts' option.
- **Select** 'press quality' or 'high quality print' settings if you use Distiller.

Email print-ready PDF artwork to

- **Any production queries contact** AWA Executive Officer, Michael Beattie email: michael@wagyu.org.au
- **Send finished artwork to** Heather Frazier, Squish Creative email: hg.frazier@gmail.com

We can accept files up to **5MB** via email. If your file/s are larger than 5mb, please save them on a disk and post it to the attention of Heather Frazier, Squish Creative 32 Harris Street, Balmain NSW 2041

General details

- AWA reserve the right to amend existing artwork to remove any unauthorised products / words and may charge you for this.
- A full colour proof should be supplied with all adverts. If one is not sent, responsibility will not be accepted for any misrepresentations.
- AWA reserve the right to exclude any advertisements with content which may cause offence. If this occurs, you will be advised and given the opportunity to supply new artwork, providing the deadline hasn't passed.