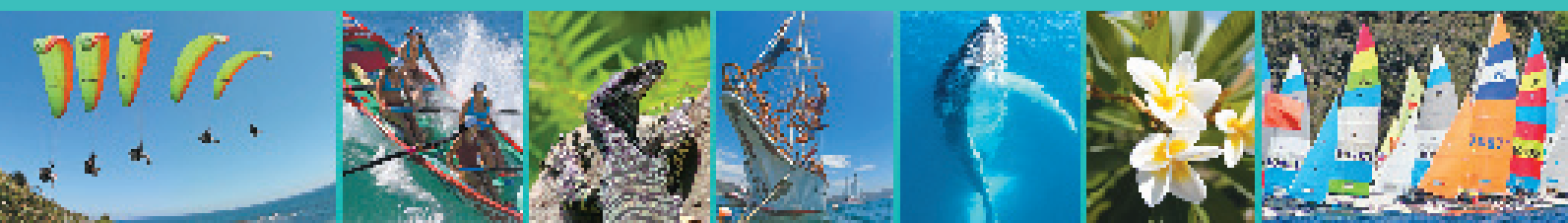


AD SIZES Measurements are in mm Ad sizes are read Width x Height	FULL COLOUR +10% GST	MULTIPLE BOOKINGS			OPTIONAL COSTS as required	
		3 insertions	6 insertions	12 insertions	Setting (1st ad)	Right Hand page position
<b>Full Page</b> 180 x 250 (without bleed) 215 x 283 (with bleed)	<b>\$1400</b>	\$1350	\$1300	\$1250	\$100	\$100
<b>2/3 Page</b> 180 x 160 (4 columns)	<b>\$1200</b>	\$1150	\$1125	\$1100	\$90	\$90
<b>1/2 Page</b> 88 x 250 (2 columns) 134 x 165 (3 columns) 180 x 125 (4 columns)	<b>\$760</b>	\$730	\$710	\$690	\$80	\$80
<b>3/8 Page</b> 88 x 185 (2 columns) 134 x 125 (3 columns)	<b>\$560</b>	\$540	\$520	\$500	\$70	\$70
<b>1/3 Page</b> 180 x 80 (4 columns only)	<b>\$530</b>	\$515	\$500	\$485	\$60	\$60
<b>1/4 Page</b> 42 x 250 (1 column) 88 x 125 (2 columns) 134 x 80 (3 columns) 180 x 60 (4 columns)	<b>\$400</b>	\$390	\$380	\$370	\$60	\$60
<b>3/16 Page</b> 42 x 185 (1 column) 134 x 60 (3 columns)	<b>\$320</b>	\$315	\$310	\$305	\$50	\$50
<b>1/8 Page</b> 42 x 125 (1 column) 88 x 60 (2 columns) 134 x 40 (3 columns) 180 x 30 (4 columns)	<b>\$240</b>	N/A	\$235	\$230	\$40	\$40
<b>1/16 Page</b> 42 x 60 (1 column) 88 x 30 (2 columns)	<b>\$150</b>	N/A	N/A	N/A	\$25	\$25
<b>Classified Ad</b> 42 x 30 (1 column)	<b>\$60</b>	No Illustrations or logos. Heading and phone number bold. Maximum 30 words.			Setting is not charged for approved print-ready artwork	

### 10% GST must be added to these prices • See overleaf for ad specifications

- We also offer rates for black and white only and spot colour (1 colour plus black). Details overleaf. No discounts are available on these rates.
- We design and typeset your ad according to your specifications. This attracts a setting fee for the first insertion. Minor changes for successive insertions are made without a setting fee. However a complete remake of the ad may incur another setting fee. Finished art supplied in acceptable format does not attract a setting fee (see overleaf for details).
- \*These are direct client-to-publisher rates. Advertising agencies must add their commission. Ask for a quote.
- Advertisers are provided with proofs of their advertisements as pdfs by email or prints. These settings are copyright and may not be used for any other purpose without our permission. Please check and return promptly with any corrections or changes indicated. Minor variations may occur in colour in printing.
- We reserve the right to change the rates at any time.

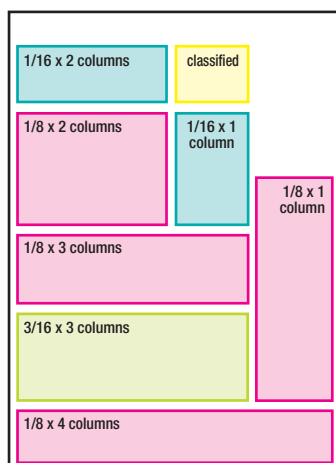
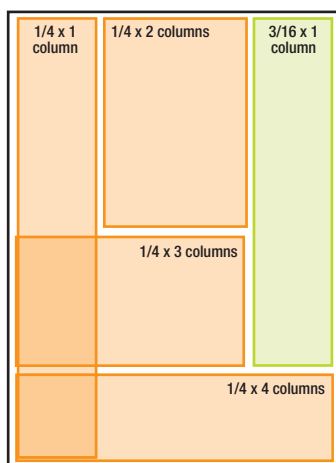
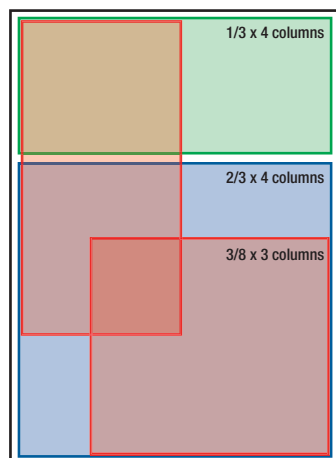
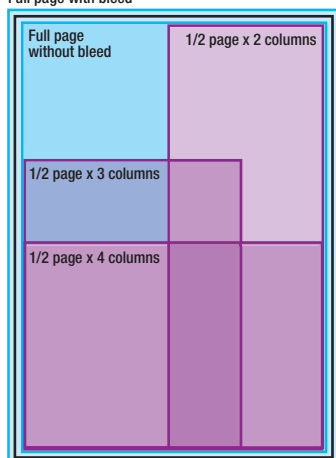
T. (02) 9974 1472 F. (02) 9974 1473 E. pitlife@ozemail.com.au W. www.pittwaterlife.com.au A. PO Box 702, Avalon Beach 2107



AD SIZES	BLACK / WHITE	SPOT COLOUR
Full Page	\$900	\$1000
2/3 Page	\$800	\$890
1/2 Page	\$500	\$580
3/8 Page	\$380	\$450
1/3 Page	\$360	\$420
1/4 Page	\$260	\$320
3/16 Page	\$210	\$260
1/8 Page	\$160	\$200
1/16 Page	\$100	\$125
Classified	\$60	\$70

**10% GST must be added to all the above.**

Full page with bleed



### ARTWORK / SETTING

Setting the ad includes design, layout, typesetting and incorporation of logos and illustrations. Rates for this service are listed overleaf.

- There is no setting fee for finished art supplied to the correct size in digital format i.e. high-resolution (300dpi) pdfs or jpgs.
- Microsoft Word is only suitable for draft layouts and Word files will need to be reset, and will incur a setting fee. Illustrations should be sent as high resolution (300dpi) jpgs.
- Advertisers are provided with proofs of their advertisements to be checked and returned with any corrections and approval noted. We do not accept responsibility for uncorrected errors or errors in finished artwork provided. We will run the ad as set if we do not receive approval by our printing deadline.

### FULL COLOUR

Full colour is available throughout. We can scan printed material or work with digital images (high-resolution).

### PHOTOGRAPHS

Professional photography is available for advertising.

### MAPS

The names of advertisers where possible will be placed on our own original created maps of retail centres without extra charge.

### WEBSITE

Your website is linked with ours at no charge.

### POSITION

Loadings for position are most frequently requested for right hand pages and early pages (up to page 20) or beside maps. Forward pages are heavily booked and your preference may not be immediately available. If advertisers request forward positions they may be moved forward as current advertisers withdraw. For "run of the magazine" ads (no position loading) we place advertisements in the most appropriate position such as in gardening, home renovations, health and beauty, business, computers, restaurants, etc. or in suitable geographical sections as available. Please discuss your preference with us.

### DEADLINES

New ads requiring artwork and changes to existing ads should be booked by the 14th of the month. If finished artwork is to be provided space should be booked by the 14th and material supplied on an agreed date.

We request that advertisers with regular bookings advise us by the 15th if they wish to withdraw. Deadline for material for suggested editorial: 20th.

### TERMS:

Payment with order or on approval of proof by cheque, EFT bank transfer or credit card (V, MC, Eftpos). Approved customers receive a 21-day invoice. A fee may be imposed for late payment.

### COPYRIGHT

All contents of Pittwater Life, including advertising design, are subject to copyright and may not be reproduced except with the written consent of the owner of the copyright. Editorial content is solely determined by the publisher.

### DISCLAIMER

Please note the disclaimer published in our magazine monthly.

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**W.** [www.pittwaterlife.com.au](http://www.pittwaterlife.com.au) **A.** PO Box 702, Avalon Beach 2107

