

AD SIZES Measurements are in mm Ad sizes are read Width x Height	BASE COST 10% GST MUST BE ADDED	ADDITIONAL COSTS AS REQUIRED 10% GST MUST BE ADDED TO THESE PRICES			
	Space (B&W)	Full Colour	Spot Colour	Position	Setting
<b>Full Page</b> 180 x 250 (without bleed) 215 x 283 (with bleed)	<b>\$900</b>	\$500	\$100	\$100	\$100
<b>2/3 Page</b> 180 x 160 (4 columns)	<b>\$800</b>	\$400	\$90	\$90	\$90
<b>1/2 Page</b> 88 x 250 (2 columns) 134 x 165 (3 columns) 180 x 125 (4 columns)	<b>\$500</b>	\$260	\$80	\$80	\$80
<b>3/8 Page</b> 88 x 185 (2 columns) 134 x 125 (3 columns)	<b>\$380</b>	\$180	\$70	\$70	\$70
<b>1/3 Page</b> 180 x 80 (4 columns only)	<b>\$360</b>	\$170	\$60	\$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>\$260</b>	\$140	\$60	\$60	\$60
<b>3/16 Page</b> 42 x 185 (1 column) 134 x 60 (3 columns)	<b>\$210</b>	\$110	\$50	\$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>\$160</b>	\$80	\$40	\$40	\$40
<b>1/16 Page</b> 42 x 60 (1 column) 88 x 30 (2 columns)	<b>\$100</b>	\$50	\$25	\$25	\$25
<b>Classified Ad</b> 42 x 30 (1 column)	<b>\$60</b>	N/A	\$10	No Illustrations or logos. Heading and phone number bold. Maximum 30 words.	

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

- All costs are detailed above. Please discuss your requirements with us. The base cost is for a black and white ad. The cost of spot colour (1 colour plus black) or full colour must be added.
- We can 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. Agencies must add their commission.\*
- Advertisers are provided with proofs of their advertisements by fax or as pdfs by email. These settings are copyright and may not be used for any other purpose without our authority. Please check and return promptly with any corrections or changes marked. Minor variations may occur in colour resulting from printing requirements.
- We reserve the right to change the rates at any time.

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



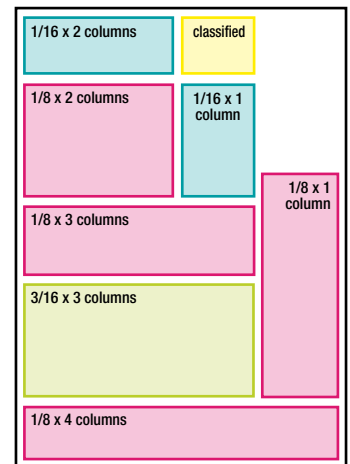
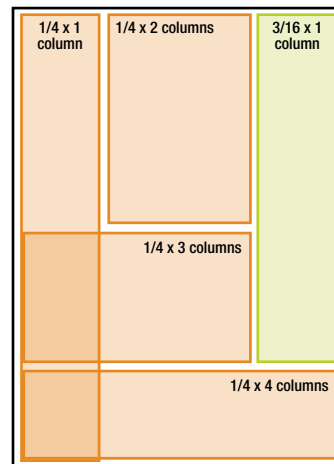
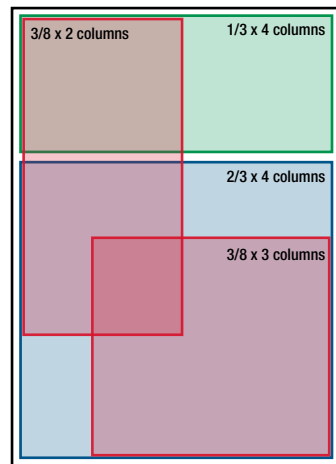
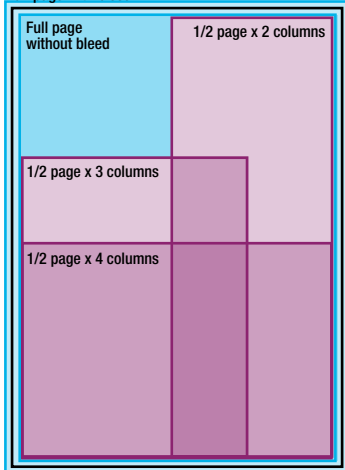
## ADVERTISEMENT SIZING GUIDE

We provide a huge variety of sizes that cater to your business needs. The guide is colour coded for easy reference. Choose the size you are

interested in and look through the guide to see the different proportions available for that size.

■ - Full Page  
 ■ - 1/2 Page  
 ■ - 2/3 Page  
 ■ - 3/8 Page  
 ■ - 1/3 Page  
 ■ - 1/4 Page  
 ■ - 3/16 Page  
 ■ - 1/8 Page  
 ■ - 1/16 Page  
 ■ - Classified

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.

- An additional charge may be made for substantial author's changes on an existing proof.
- Deep-etching of multiple photographs and illustrations may also include a setting charge.
- There is no setting fee for finished art supplied to the correct size in digital format i.e. high-resolution (300dpi) pdfs or jpegs.
- 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) jpegs.
- Advertisers are provided with proofs of their advertisements to be checked and returned with any corrections marked and approval noted. We do not accept responsibility for uncorrected errors or errors in finished artwork provided. We ask for a prompt response, but once the ad is booked we will run the ad as set if we do not receive confirmation by our printing deadline.

## FULL COLOUR

Full colour is available throughout. This includes colour scans. We can work with colour prints or printed material or digital images (high-resolution). Please discuss your needs with us.

## SPOT COLOUR

Spot colour is available throughout. This means using one colour as well as black.

## 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 linked with ours at no charge

## POSITION

Loadings for position are based on ad size. These 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. Please discuss your requirements with us.

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 and we will oblige where possible.

## 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, bank transfer or credit card. Approved customers receive a 21-day invoice. A fee may be imposed for late payment.

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**DISCLAIMER** Advertisers and/or advertising agencies upon and by lodging material with the Publisher for publication or authorising or approving of the publication of any material INDEMNIFY the Publisher, its servants and agents against all liability claims or proceedings whatsoever arising from the publication and without limiting the generality of the foregoing to indemnify each of them in relation to defamation, slander of title, breach of copyright, infringement of trademarks or names of publication titles, unfair competition or trade practices, royalties or violation of rights of privacy AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any rights against or liabilities in the Publisher, its servants or agents and in particular that nothing therein is capable of being misleading or deceptive or otherwise in breach of Part V of the Trade Practices Act 1974.

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

