

## Dingley Dossier Advertising Rates as at Feb 2024

Circulation 4,500 plus online colour edition.

**DEADLINE 15th MONTH**

| Advert                    | Size           | Permanent | GST incl  | Casual                | GST incl  |
|---------------------------|----------------|-----------|-----------|-----------------------|-----------|
| small block*              | 5.5 x 5 cm     | \$ 40.00  | \$ 44.00  | \$ 45.00              | \$ 49.50  |
| Business card (Landscape) | 9 x 5 cm       | \$ 70.00  | \$ 77.00  | \$ 81.00              | \$ 89.10  |
| Double Block              | 5.5 x 10 cm    | \$ 80.00  | \$ 88.00  | \$ 90.00              | \$ 99.00  |
| Banner (Landscape)        | 18.5 cm x 5 cm | \$ 120.00 | \$ 132.00 | \$ 140.00             | \$ 154.00 |
| Quarter Page              | 8.5 cm x 12 cm | \$ 165.00 | \$ 181.50 | \$ 216.00             | \$ 237.60 |
| Third Page (Landscape)    | 18.5 x 8 cm    | \$ 185.00 | \$ 203.50 | \$ 260.00             | \$ 286.00 |
| Half page (Landscape)     | 18.5 x 13.5 cm | \$ 230.00 | \$ 253.00 | \$ 315.00             | \$ 346.50 |
| Full Page                 | 18.5 x 27 cm   | \$ 400.00 | \$ 440.00 | \$ 500.00             | \$ 550.00 |
| Double Page spread        |                | \$ 750.00 | \$ 825.00 | <b>Contact Editor</b> |           |

\* Minimum size: Small block

Note: all orientation is Portrait unless stated above.

Basic advertisement design

at cost, minimum \$50

Advertisement basic reformatting for publication

at cost, minimum \$50

We recommend you seek a professional design service for other than basic layout

1 page Insert: 4,500 in bundles of 100

\$ 220.00

Community Group insert

contact us for pricing

Multi pages, booklet, brochure

contact us for pricing.

All accounts are sent by email, a \$5 fee will be charged for Overdue Statement per mail out.

### Art work

hi-res jpeg @300dpi or hi res pdf (please check print quality in greyscale)

**We encourage all advertisers to provide proofs in colour as online edition allows colour.**

New advertising and changes to existing advertisements must be submitted prior to the 15th of the month prior to next edition. If submitting on the 15th of the month, your advertisement needs to be publication ready. If you cannot provide your advertisement publication ready (as you wish it to be displayed) we can do a simple advert format but please submit your changes earlier so we can supply new draft advertisement for your approval prior to the 15th of the month. Design charges apply for new advertisements and may apply for existing advertisements dependant on scope of editing. We highly recommend you seek the services of a graphic designer to produce your advert.

We strictly abide by the **4pm on the 15th of the month** deadline to ensure, layout design, proof reading, printing and distribution can all occur by the first of the month of issue. If the 15th falls on a weekend, please submit on the Friday immediately prior to the 15th of the month.

Occasionally due to layout design we may need to increase the size of your advertisement, if this occurs there is no added cost, you will only be charge the rate for your usual advert.

The due date for payment of accounts is prior to the 15th of the month in which advertisement appeared. If payment not received The Dingley Dossier will cease publication of further Advertising until the breach is remedied and if it is not the Dingley Dossier will terminate any agreement for Advertising in the Dingley Dossier. If you wish to discuss payment options or billing frequency, please contact the editor.

One off & casual advertising **must be** pre-paid prior to the 15th of the month deadline, to be included in next edition. See Terms and Conditions for more information.