

# EGGSTRA! EGGSTRA!

## Advertising Rate Card 2018

### Introduction

**Eggstra! Eggstra!** is the quarterly magazine of Australian Eggs. Australian Eggs is a member owned not-for-profit company that provides marketing and research, development and extension services for the benefit of the Australian egg industry. Eggstra! Eggstra! covers issues of importance to egg industry participants along the entire supply chain.

### Distribution

Eggstra! Eggstra! is distributed to more than 1000 egg industry stakeholders, including Australian egg farmers, associated industries and government departments.

### Booking and material deadlines

Issue	Advertising booking deadline	Content to designer	Advertising artwork to designer	Final PDF to printer	Magazine distributed
March 2018	25 Jan	7 Feb	12 Feb	26 Feb	5 Mar
June 2018	26 April	9 May	14 May	28 May	4 June
September 2018	26 July	8 Aug	13 Aug	27 Aug	3 Sept
December 2018	25 Oct	7 Nov	12 Nov	26 Nov	3 Dec

### Advertising rates

Size	Casual	2X Rate	4X Rate
Full page	\$1785	\$1606	\$1517
Half page	\$1071	\$963	\$910
Quarter page	\$718	\$647	\$610

GST to be added to all rates

### Preferred positions

Inside front cover plus 30%  
Inside cover plus 20%  
Outside back cover plus 30%  
Other specified plus 10%

### Mechanical specs

Issue	Trim size (mm) depth x width	Bleed size (mm) depth x width	Type area (mm) depth x width
Full page	297 x 210	303 x 216	287 x 200
Half page horizontal	147 x 210	150 x 216	137 x 200
Half page vertical	297 x 102	303 x 108	287 x 92
Quarter page horizontal	N/A	N/A	87 x 200
Quarter page vertical	N/A	N/A	143 x 92

The above rates are for space only and do not include any alterations to supplied advertisements. They assume printready artwork is supplied to the specifications listed below. Please note type area is constrained to the margins of the magazine content layout.

### File specifications

- PDF files will be accepted but they must be in CMYK – general resolution to be saved at 2400dpi and scans at not less than 300dpi. InDesign CS, QuarkXpress 5, Illustrator CS and Photoshop CS files imported into InDesign/Quark will also be accepted. Microsoft Publisher, Word, Pagemaker, Excel, Powerpoint files will NOT be accepted. Film and bromide are NOT accepted.
- All (screen and print) fonts must be collected or embedded. All images to be supplied as 300dpi CMYK, TIFF or EPS files.
- Make sure all colours are CMYK and not RGB. Spot colours must separate in CMYK. Metallic colours are unacceptable.
- Minimum type size: 6 point. For full-colour reverse type – minimum type size: 7 point.
- Ads under 5 megabytes in size may be emailed to [ben.baker@pulsehub.com.au](mailto:ben.baker@pulsehub.com.au)
- Artwork over 5 megabytes to be supplied on CD or 100mb Zip disk in Mac/PC format. Please include a colour proof at 100% size to ensure correct reproduction.

**Send all Artwork to the Advertising Representative – Ben Baker (address details below).**

### Advertising contacts

**Pulse Hub Pty Ltd**  
66-68 Sackville St, Collingwood, VIC 3066  
[www.pulsehub.com.au](http://www.pulsehub.com.au)



**Ben Baker** [ben.baker@pulsehub.com.au](mailto:ben.baker@pulsehub.com.au)  
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### Editorial contacts

**John Barry, Engagement Coordinator at Australian Eggs**  
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