

# EGGSTRA!

## Advertising Rate Card 2021

### INTRODUCTION

*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!* covers issues of importance to egg industry participants along the entire supply chain.

### DISTRIBUTION

*Eggstra!* is distributed to close to 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 2021	22 Jan	3 Feb	10 Feb	24 Feb	2 March
June 2021	22 April	5 May	11 May	25 May	1 June
September 2021	22 July	4 Aug	10 Aug	24 Aug	31 Aug
December 2021	21 Oct	3 Nov	9 Nov	23 Nov	30 Nov

### ADVERTISING RATES

Size	Casual	2X Rate	4X Rate
Full page	\$1785	\$1600	\$1520
Half page	\$1075	\$965	\$910
Quarter page	\$720	\$650	\$610

### PREFERRED POSITIONS

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



### Australian Eggs

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[www.australianeggs.org.au](http://www.australianeggs.org.au)



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### 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 print-ready 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 – all images to be no less than 300dpi in resolution at 100% size.
- All (screen and print) fonts must be collected or embedded.
- 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.
- Please email ads to [steve.luxford@pulsehub.com.au](mailto:steve.luxford@pulsehub.com.au)

### ADVERTISING CONTACTS

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

**Artwork, Billing, Advertising & Media Sales:**  
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### EDITORIAL CONTACT

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### TERMS & CONDITIONS

Advertising accepted for publication in *Eggstra!* is subject to the conditions set out in these Terms and Conditions. The publisher reserves the right to refuse to accept an advertisement for publication or to withdraw or cancel an advertisement at any time and the advertiser shall have no claim against the publisher other than for the refund of any money paid by the advertiser if the advertisement is not published. The publisher otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise. The word “advertisement” may be used to identify advertising material that in the opinion of the publisher resembles editorial matter. The Advertiser warrants to the publisher that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful. The publisher and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless the publisher or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify the publisher or Pulse Hub of any error immediately it appears. Unless notified, the publisher and Pulse Hub accept no responsibility for any recurring error. Advertisers and advertising agencies lodging material for publication in *Eggstra!* indemnify the publishers, its directors, employees and its agents, including Pulse Hub Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.