



Dorper Sheep Society of Australia Inc.

C/- ABRI UNIVERSITY OF NEW ENGLAND ARMIDALE NSW 2351 AUSTRALIA

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www.dorper.com.au



2017 Dorper Liftout Advertising Rates

The Dorper Sheep Society of Australia is publishing a liftout through Fairfax Media this year. The 32 page liftout is scheduled for distribution on 6th July 2017. It will carry the theme of "the benefits of Dorpers" throughout all the articles.

**There will be 110,000 copies distributed throughout Australia
Don't miss out on this valuable advertising opportunity!**

Extra copies will be available to give away at field days and other Dorper events.

Advertising rates (all GST **exclusive**) are as follows:

| | | |
|-----------------|--|---------------|
| Full Page | T64 - 280mm High x 260mm Wide | \$3600 |
| Half Page | T34 - 139mm High x 260mm Wide | \$2400 |
| Quarter Page | T32 - 139mm High x 129 Wide | \$1400 |
| Sixth of a Page | T22 - 92mm High x 129mm Wide | \$800 |
| Business Card | T21 - 45mm High x 129mm Wide | \$400 |
| Pages 3, 5, 7 | T24 Strip ads (premium right hand pages) | \$1600 |

Prime positions are available by tender with reserve prices as follows:

| | | |
|--------------------|-----------|---------------|
| Outside Back Cover | full page | \$4000 |
| Inside Front Cover | full page | \$3800 |
| Inside Back Cover | full page | \$3800 |

If you wish to tender for these prime positions please send in your booking sheet by Friday 12th May 2017. If your tender is unsuccessful you will be informed so that other bookings can be arranged.

The deadline for booking space is Friday 2nd June 2017.

Advertising copy is required by Friday 9th June 2017. Please supply your ad copy as either a high resolution PDF or JPEG, or a Word Document – no publisher files please.

Space bookings should be made to your local Fairfax Media Livestock representative as soon as possible.

Yours faithfully

Lisa Burr

Executive Officer – DSSA

2017 Dorper Liftout **Booking Sheet**

Return to Your Local Fairfax Media
Livestock representative

| | | |
|--|-------------------|--------------------|
| Membership Number (eg WD999): | | |
| Company: | | |
| Postal Address: | | |
| Town: | State: | Postcode: |
| Contact name: | | |
| Telephone: | Email: | |
| I wish to tender for a prime position. Applications close 12th May 2017 | | |
| Back Cover | Inside Back Cover | Inside Front Cover |
| \$ | \$ | \$ |
| Signed: | Date: | |

| | | |
|---------------------------------|---------------|--|
| Full Page | \$3600 | |
| Half Page | \$2400 | |
| Quarter Page | \$1400 | |
| Eighth of a Page | \$800 | |
| Business Card | \$400 | |
| Pages 3, 5, 7 | \$1600 | |
| <i>These prices exclude GST</i> | | |

Signed:

Date:

Advert Design

You may want to use your own graphic designers to do your advert. If you need an advert designed for you, there are two options:

ABRI Design can complete this at a fee of \$62.50/hr (excluding GST). You will need to provide: High resolution images/photos (minimum of 300dpi at 100%), all logos and any copy you would like on your advertisement. Please contact Fara on 02 6773 3356 or by email fara.williams@abri.une.edu.au.

Alternatively, Fairfax Media can help to build your advert at no charge. Please contact Brett Tindal 0408 626 955 or by email brett.tindal@fairfaxmedia.com.au or Jane Lowe on (07) 4633 9904 or jane.lowe@fairfaxmedia.com.au for more information.

Please forward completed artwork to Brett or Jane at the above email address. Brett & Jane will do the ad proofing and are happy to help with ad ideas or layout.

Important Dates

May 12th Close tender for prime positions • June 2nd Booking deadline
June 9th Print ready advertisement supplied • July 6th Liftout distributed.